

THE LARGEST CIRCULATION OF ANY RADIO MAGAZINE

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Radio Stars

1935
vs. 1936

MARCH

10

CENTS



Gladys
Swarthout

Earl Christy

ALL THEY KILL
WINCHELL?

AWAKEN LOVE...

Be utterly
Irresistible



AWAKEN love with the lure men can't resist... exotic, tempting IRRESISTIBLE PERFUME. It stirs senses...thrills... sets hearts on fire. Use Irresistible Perfume and know the mad joy of being utterly irresistible. Men will crowd around you... paying you compliments... begging for dates. Your friends will envy your strange new power to win love.

To be completely fascinating, use all the IRRESISTIBLE BEAUTY AIDS. Each has some special feature that gives you glorious new loveliness. Irresistible Lip Lure is the new lipstick that melts into your lips leaving no paste or film... just soft, warm, ripe, red, *indelible* color that makes your lips beg for kisses. Four gorgeous shades to choose from. Irresistible Face Powder is so satin-fine and clinging that it hides small blemishes... stays on for hours... gives you a skin that invites caresses.

Be irresistible tonight... buy Irresistible Beauty Aids today. Ask at your 5 and 10¢ store for Irresistible Perfume, Lip Lure, Face powder, Vanishing, Liquefying, Cold Cream, Cologne, Brilliantine, Talcum Powder. Guaranteed to be pure. Full size packages only 10¢ each at your 5 and 10¢ store.



Irresistible

Perfume and
Beauty Aids
FIFTH AVENUE NEW YORK

ENDING CORN SUFFERING IS EASY ..AND SAFE

This Scientific Way!

No bother—no fuss—no discomfort—no danger of infection... just instant pain relief, and safe removal of corn in 3 days.

If you knew of a way to end corn suffering that was so safe and scientific that it had been used successfully by 30,000,000 corn sufferers—wouldn't you try it yourself? There is such a sure, easy way, used by millions for 35 years—and a visit to any corner drug store will permit you to try it. It is called Blue-Jay. The cost is small, the results are certain!

What It Does

Blue-Jay is amazingly easy to use. Quickly applied, stops the pain and ache instantly, by removing shoe pressure. You go about your work in complete comfort... forget you ever had a corn. In the meantime, the safe Blue-Jay medication is undermining the corn in a mild and gentle manner without the slightest irritation. In 3 days the corn lifts right out—and is gone forever!

Blue-Jay works where it should—on the corn, not on surrounding skin. Smart shoes can be worn in comfort. The special Blue-Jay snug-fitting "common sense" pad takes care of that!

This soft felt pad not only feels like a cushion, but is ventilated so tender skin heals quicker. It is held securely in place by the narrow strip of Wet-Pruf adhesive (waterproof—soft, kid-like finish—does not cling to stocking).

This famous corn remover is made for you by Bauer & Black, for 40 years one of America's leading manufacturers of surgical dressings.

Try It Now

Get Blue-Jay today from your nearest drug store. Follow the simple instructions that come with it—and in 3 days your corn will be really gone!

(25c a package. Special sizes for bunions and calluses.)



APPROVED BY
30,000,000
CORN SUFFERERS
... as these typical
letters testify



Worth Much More Than Price Paid...
"I am a nurse, and being on my feet several hours a day, when they hurt with every step, is very trying on nerves," writes Mrs. Helen Hansen, Denver, Colo. "I cannot praise Blue-Jays too highly. The mental as well as the physical relief they afford is worth much more than the small price paid in the beginning."



Corn Almost Ruined Vacation...
"Not wanting to be a kill-joy, I suffered tortures the first two days. A friend offered me a Blue-Jay Corn Plaster. I placed it on my toe, and imagine my joy when I received relief immediately, and after three days the corn came off."—Mrs. Homer F. Bryant, Elk City, Okla.



Salesmen Must Be On Their Toes
A. A. Flynn, Salem, Ore., writes: "I am a salesman and on my feet much of the time. I must be on my toes mentally and physically at all times. I have suffered with corns a great deal. Blue-Jay Corn Plasters give me instant relief and remove the corns."

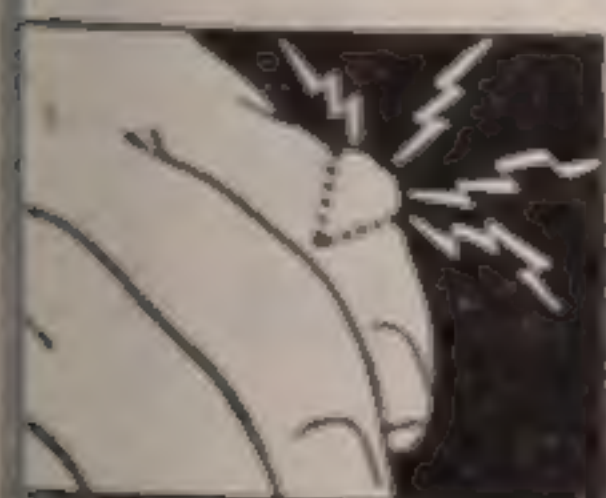


Instant Relief—Didn't Come Back
Mrs. J. Kippe, Flint, Mich., writes: "Last Spring I developed two soft corns, so sore I could hardly wear my shoes. I bought a box of Blue-Jays, and had had them on only a few minutes when I had instant relief. But my best surprise came when they lifted out without hurting or coming back."

BLUE-JAY

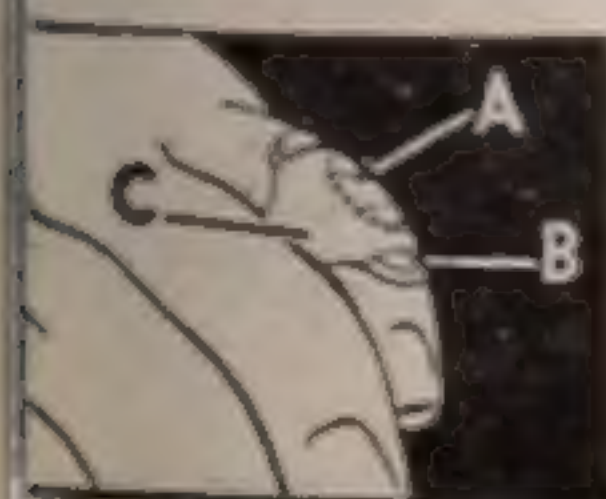
BAUER & BLACK SCIENTIFIC

CORN PLASTER



Why a Corn Hurts...

A corn is shaped like a cone, with the small end pointing into the toe. This inverted cone, under pressure from the shoe, presses against sensitive nerves, which carry pain sensations to the brain and central nervous system. That's why a corn seems to hurt all over.



How to Stop the Pain...

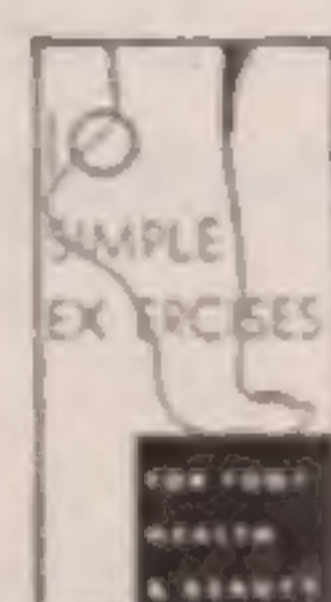
Center the gentle Blue-Jay medication (A) directly over the corn itself. The pad (B) is held securely in place with the special Wet-Pruf adhesive

strip (C) (waterproof, soft, kid-like finish, does not cling to stocking). Blue-Jay stops the agonizing pain of a corn immediately, by removing shoe pressure. The pad is soft for greatest possible comfort... yet snug-fitting enough to be unnoticed under smart shoes.



How to Remove the Corn...

After the Blue-Jay has been on for 3 days, remove the pad, soak the foot in warm water, and you lift the corn right out. It is gone, never to pain you again. The Blue-Jay medication is absolutely safe... mild and gentle in its action of slowly undermining the corn.



FREE! Foot Exercise Book with Pictures

"For Better Feet"—Free Booklet contains very helpful information for foot sufferers. Also valuable exercises for foot health and beauty. Mail coupon to Bauer & Black, 2500 South Dearborn Street, Chicago.

[Pasting this coupon on a government postcard will save postage]

RS-3

Name.....

Street.....

City & State.....

© The Kendall Company

IT RELIEVED MY MISERY

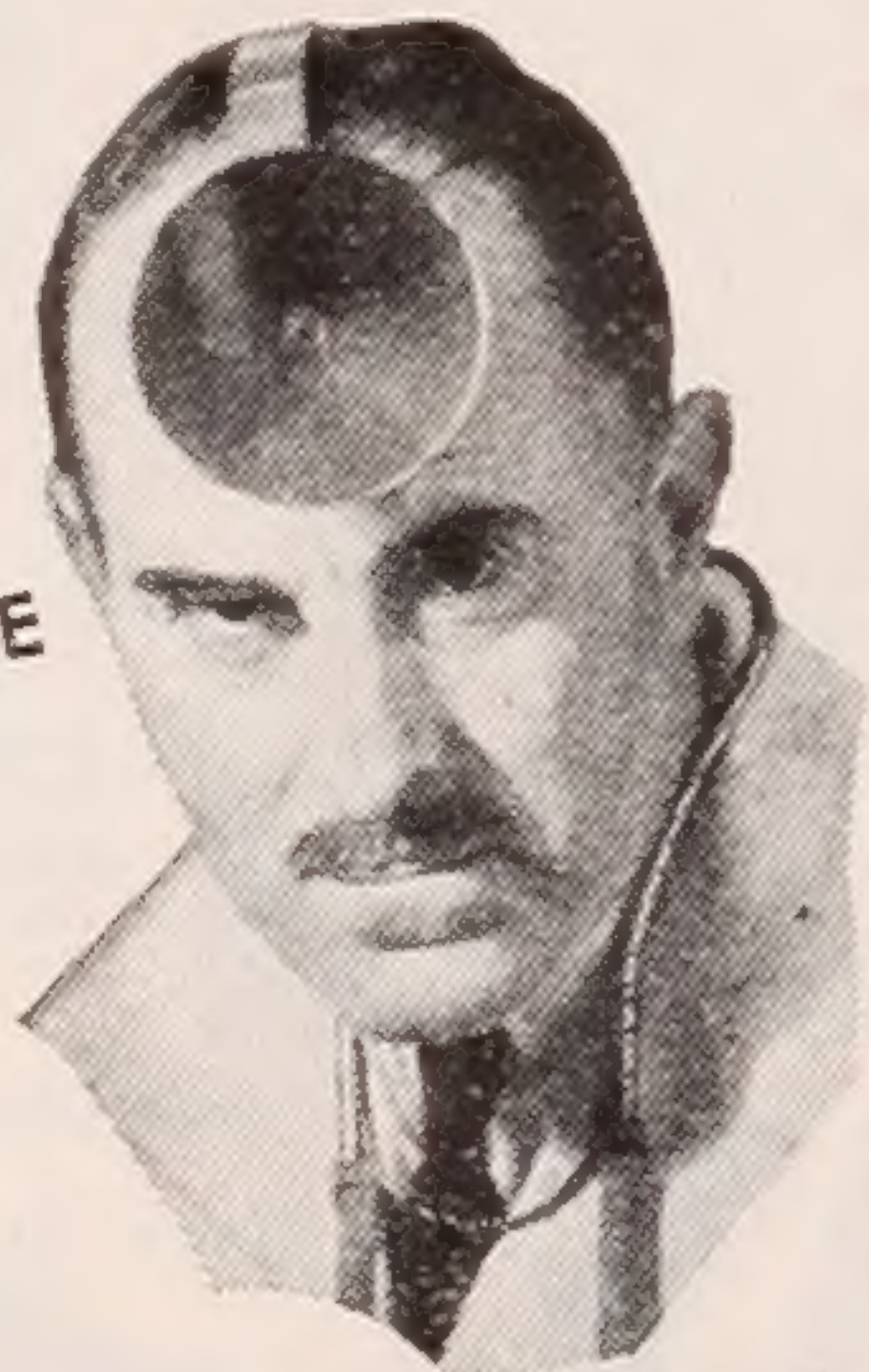


• I was practically a chronic invalid from dizziness, headaches, bile, and all the things that come with persistent constipation. I'd just as soon have been dead. Finally my husband insisted that I try FEEN-A-MINT—it had fixed him up from gas on his stomach when he was away on a business trip. I was just amazed at the effect it had—right from the first one I began to improve. It was wonderful. It agreeably removes that feeling of flatulence, and the dizzy spells have stopped. It works so thorough—yet doesn't weaken my system or give me the cramps other laxatives did.

For men, women, and children

Because it is effective and still gentle, we are always getting letters from women about what FEEN-A-MINT does for them and their children. And rugged men find FEEN-A-MINT clears their system out thoroughly, too. Because you must chew FEEN-A-MINT, the laxative spreads more evenly through the clogged intestines, works more thoroughly. No harmful violence. And so easy and pleasant to take—like your favorite chewing gum. 15,000,000 people depend on it. Try it yourself. 15 and 25¢ at your druggist's.

CHEW YOUR LAXATIVE—
IT DISTRIBUTES THE
LAXATIVE MORE EVENLY
THROUGH THE SYSTEM
SO THAT IT WORKS MORE
EFFECTIVELY. THAT IS
WHY FEEN-A-MINT
GIVES SUCH EXCEL-
LENT RELIEF.



**FOR EASIER RELIEF
CHEW YOUR
LAXATIVE**

Feen-a-mint
The Chewing-Gum LAXATIVE

RADIO STARS

CURTIS MITCHELL, EDITOR

ABRIL LAMARQUE, ART EDITOR

WILSON BROWN, MANAGING EDITOR

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RADIO STARS

IF I KISS YOU NOW....
I COULD NEVER LET YOU GO!"

Helen Hayes and Robert Montgomery gave to the screen an unforgettable love thrill when they appeared together in "Another Language". Now they are co-starred in one of the greatest love stories of our time, Hugh Walpole's famed "Vanessa". When Helen Hayes says: "He has the devil in him...but I love him" she echoes the thought of many a girl who adores a beloved rogue. M-G-M promises you the first truly gripping romantic hit of 1935!



HELEN HAYES

ROBERT

MONTGOMERY

in HUGH WALPOLE'S NOVEL

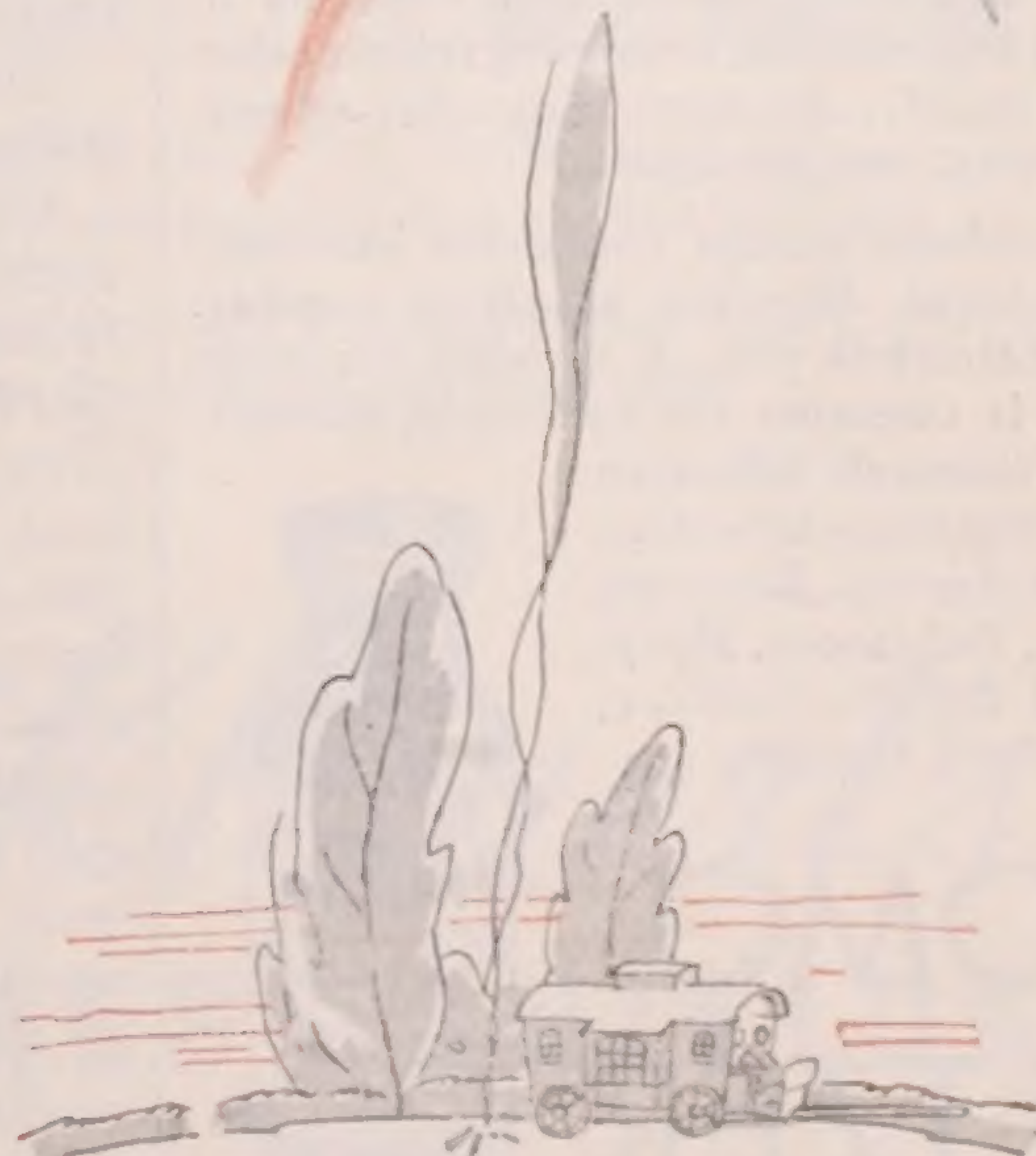
Vanessa

HER LOVE STORY

with

LEWIS STONE • MAY ROBSON
OTTO KRUGER

A William Howard Production • Produced by David O. Selznick
Directed by William K. Howard



A Metro-Goldwyn-Mayer Picture

No need
for headaches
to spoil your fun!



MISS J. C. D. . . . whose date book is always filled . . . went to the movies in the afternoon. Her eyes began to hurt; her head to throb . . .



but she knows from experience that a Bromo-Seltzer saves many a splitting headache. Right after the show she orders one . . .



and that night she feels fine. Because Bromo-Seltzer not only relieved her throbbing head but calmed and relaxed her nervous strain.

Bromo-Seltzer is like a prescription. It is the balanced headache relief and contains 5 medicinal ingredients. Promptly relieves the headache itself . . . its distressing after-effects . . . and often, too, its cause.

Bromo-Seltzer brings you extra benefits. Calms, relaxes. Supplies alkali to combat acidity. Refreshes you. A standby for over 40 years, it contains no narcotics; doesn't upset the stomach. Effective after the fizz stops as well as while it's fizzing. Emerson Drug Co., Baltimore, Maryland and Bromo-Seltzer, Ltd., Toronto, Canada.



BROMO-SELTZER

WJZ Blue network . . . every Friday 8:30 P. M., E. S. T.—7:30 C. S. T.—9:30 M. S. T.—8:30 P. C. T.

CHEW AND BE CHARMING



Margaret Brainard, who is turning a public habit into a fortune.

Hutchinson

IF YOUR CHIN IS DOING AN ENCORE, MARGARET BRAINARD CAN TELL YOU HOW TO FACE IT

EVERYONE has seen people rhythmically chewing gum in street cars, trains and movie houses. Yet how many of us ever realize that it is just such commonplaces of life which can be turned into money?

Margaret Brainard is making her fortune from it. No doubt most of you have heard her programs in which she reveals how to build your facial contour by chewing gum.

Sound silly? A good many intelligent women don't think so.

One of them is the middle-aged society matron who came to meet two friends for dinner in the swank Palm Garden of the Ritz Carlton Hotel in New York. Clad in an expensive mink coat and displaying beautiful jewels, she swept into the room apparently unconscious of the steady manipulation of her jaws. Her chin was a bit on the double side, so that the general effect, contrasted with her otherwise dignified bearing, was rather startling.

As she came up to her friends and realized she was chewing so vigorously, her embarrassment was obvious. "Oh my dears," she blurted, "I've just heard the silliest program. It's

all about making your face beautiful by chewing gum. I tried it tonight but I forgot to throw away my gum before I came in. It sounds perfectly ridiculous, but I really think there must be something in it."

With that she removed an unbelievably large wad of gum from her mouth, deposited it in an ash tray and with the other two swept in to dinner.

Though Margaret Brainard has caught the interest of the wealthy women, her programs are particularly designed for those who run home or who are in business—women who have neither the leisure nor the means for elaborate beauty treatments.

She conceived these exercises for women of this class because she herself raised two children even while she was earning a living developing a beauty business.

In meeting the bright-eyed, alert and lovely Miss Brainard, you would put her age in the early thirties. So if the twenty-three-year-old Warren who frequently visits in her New York office, entered, you would doubtless mentally label him as her brother, rather than her married son. His daughter, Peggy, is fifteen.

(Continued on page 98)

PENNIES SAVED

but Dollars Lost!



HELEN: My new dress is all breaking away under the arms — what do you suppose is the matter?

MARY: Perhaps there are some harsh chemicals in your underarm cosmetics.



HELEN: But I have to do something about perspiration!

MARY: Do anything else you like but if you want to protect your dress be sure to use Kleinert's Dress Shields, too! You can get them for as little as 25c.



(Next day)

HELEN: (sewing them in). NOW I'll be able to keep my dresses fresh and new-looking the way you do.

MARY: And if you buy Kleinert's Blue Label, you can even boil your dress shields in soap suds!

ALL KLEINERT'S Dress Shields—even the most inexpensive—are guaranteed to protect your dress from underarm friction and perspiration chemicals as well as from the moisture itself. Genuine Kleinert Dress Shields are now obtainable in the store where you bought this magazine as well as in all other good notion departments.

When perfect comfort is essential—Kleinert's NUVO Sanitary Belts. Can't curl • Washable • Some are pinless • From 25c to \$1.00 each • All Notion Counters.

Kleinert's
T. M. REG. U. S. PAT. OFF.
DRESS SHIELDS



IT CLEARED UP MY
SKIN IN *NO* TIME!



**Improved Pasteurized
Yeast Safely Corrects Skin
Troubles, Constipation,
Indigestion, "Nerves"**

WHY put up with a blotchy, pimply, unattractive skin when this simple treatment will do so much for you?

Your distressing skin condition, like so many cases of indigestion and "jumpy" nerves, has probably been brought on by a sluggish system. Your trouble is internal and needs internal treatment.

Science now knows that very often the real cause of slow, imperfect elimination of body wastes is insufficient vitamin B complex. The stomach and intestines, deprived of this essential element, no longer do their work properly. Your digestion slows up. Poisons accumulate in your system.

Yeast Foam Tablets supply the vitamin B which is necessary to correct this condition. These tablets are pure *pasteurized* yeast — and yeast is the richest known food source of the vitamin B complex. This improved yeast quickly strengthens your internal muscles and gives them tone. It stimulates your whole digestive and eliminative system to normal, healthy function.

With the true cause of your trouble corrected, pimples and blotches soon disappear. Indigestion stops. Headaches go. Pep returns. You *look* better and *feel* better!

Don't confuse Yeast Foam Tablets with ordinary yeast. *These tablets cannot cause fermentation in the body.* Pasteurization makes Yeast Foam Tablets utterly safe for everyone to eat.

Any druggist will supply you with Yeast Foam Tablets. The 10-day bottle costs only 50c. Get one today.



**YEAST FOAM
TABLETS**

HE SAVES WIVES FOR A LIVING

DO YOU KNOW WHY YOU SHOULD PINCH
A FISH? ALLEN PRESCOTT CAN TELL YOU!

DIDJA KNOW that Allen Prescott, alias the Wife Saver, one of the best recipe broadcasters, can't cook? Can't boil, can't broil, can't bake, can't baste . . . no ma'am, the man can't cook.

Didja know that this curly headed package of household hints can't wash a fork, can't peel a potato and doesn't know one end of a broom from another?

Didja know that well over half the hints, recipes, kitchen tricks and homespun advice he broadcasts comes from you and you and you and you? Still, if you didn't like him so much you wouldn't send them to him, wouldja?

Didja know that most of the letters he gets have to do with the two minutes he sets aside in each broadcast for what he calls *didja-knows*? A *didja-know*, for you who have missed the program, is a gobbet of practical household information—a labor saver neatly done up in a wisecrack.

"Oh, *didja know*, girls, that tea keeps better in a glass jar with a stopper than in a tin can?" he inquires jovially. "Well, it does, and for all we know so would you and I."

That's just a sam-

Allen Prescott, right, calls himself "The Wife Saver." He's a native of St. Louis.

ple of the style which wins him a thousand letters a week. But these *didja knows* are only the surface reason for his popularity. The down bottom explanation is that he is the only home economics broadcaster who kids the listeners. He kids them and he kids their job of keeping house. And they like it. Like it? They love it.

Women all over the country are nutty about this crazy kid—in a strictly maternal way. He talks to them the way their grown-up he-man sixteen-year-old sons talk to them. In addition, he gives them cooking and cleaning tricks that help them enormously. When he had a cold (*Continued on page 80*)





The MAGIC of TINTEX

Brings **gay** color to *faded*

Apparel and  Home Decorations



SMART women everywhere are using Tintex. These magic tints and dyes have become a necessity in thousands and thousands of homes. In the twinkling of an eye they restore the original color to faded apparel or home decorations . . . or give a fashionable new color, if you prefer. So easy, too. Simply "tint as you rinse." Expensive? Not a bit

. . . Tintex costs only a few pennies, but saves dollars. Keep a supply always on hand. There are 35 brilliant, long-lasting colors from which to choose.

Park & Tilford, Distributors

Tintex

AT ALL DRUG STORES, NOTION AND TOILET GOODS COUNTERS



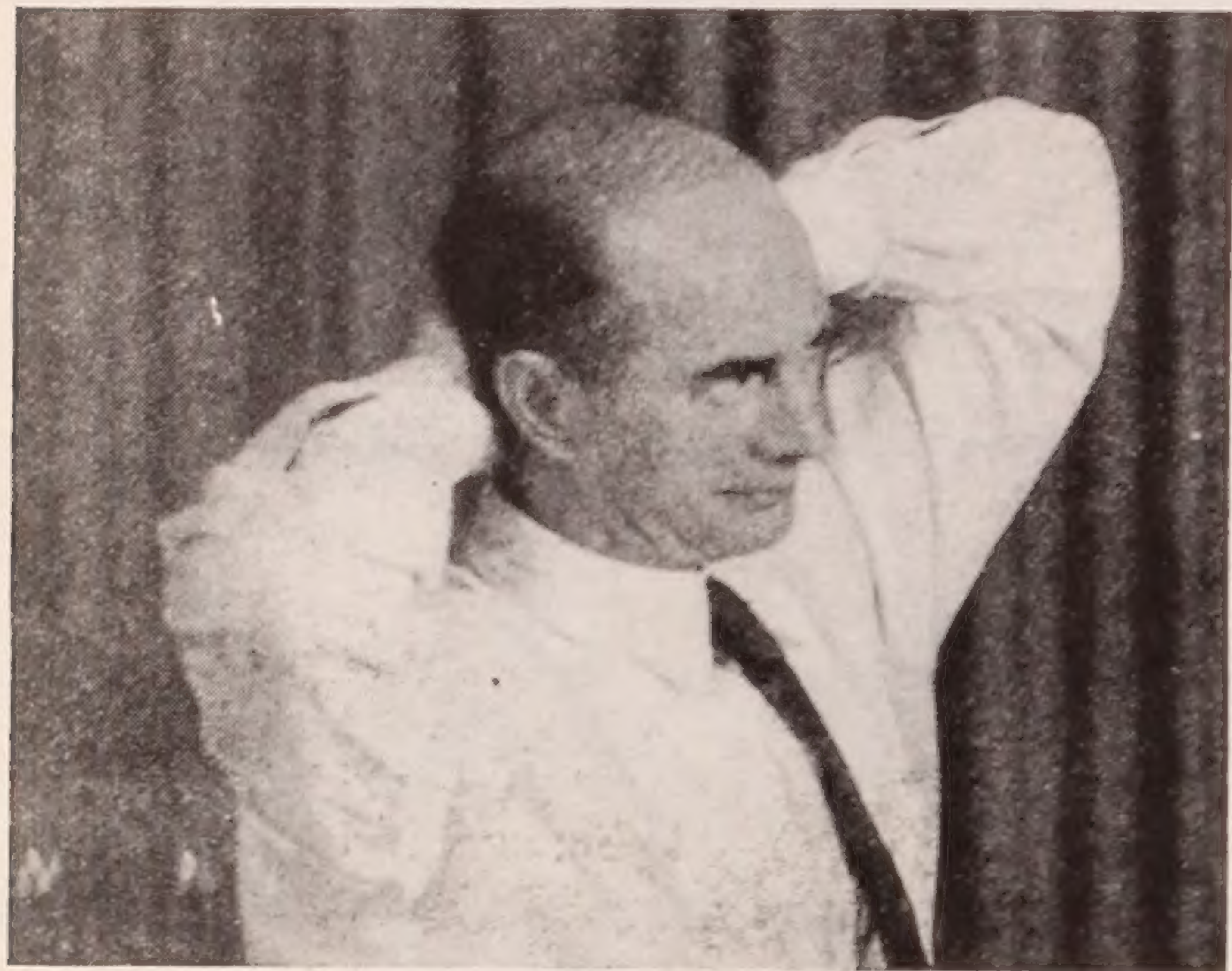
Use TINTEX to
Give Color to

N negligees • Underthings • Dresses • Sweaters
Scarfs • Stockings • Slips • Blouses • Curtains
Drapes • Bed Spreads • Luncheon Sets
Doilies • Slip Covers • Children's Clothes
Men's Shirts • and hundreds of other
articles of apparel and home decoration

The World's Largest Selling TINTS and DYES

KEEP YOUNG AND BEAUTIFUL

EXERCISE COCKTAILS WILL MAKE YOU SLENDER, SUPPLE, SPARKLING



(Left) Arthur Bagley, director of the largest gymnasium class in the world.



(Right) Hollywood and Radio's famous beauty expert, Mme. Sylvia.

By Mary Biddle

Mary Biddle is going to give you "a hand" at the very start with your exercise program, a sort of reward for all your good resolutions. She has a little present for you . . . a very lovely hand lotion. Write for the gift packet to Mary Biddle, RADIO STARS, 149 Madison Avenue, New York, N. Y. The offer is limited, so write in early. Don't forget to ask for copies of her diet and exercise instructions if you want them!

BEAUTY, health, and a lovely figure are now at your very fingertips through the magic of the radio dial. I mean that, "figure-atively" speaking, for with a twist of the dial, you can bring two experts right into your own private home gymnasium to instruct you in the art of developing a perfect figure, a lithe carriage, and a happier outlook on life when you gaze in a full-length mirror. With the famous Madame Sylvia of Hollywood and now of Radio, and Arthur E. Bagley, director of the largest gymnasium class in the world, as your "keeping fit" instructors, you should accomplish wonders IF you yourself give them the right co-operation.

Last month in these columns we talked about Radio's Beauty Queen, the lovely Dorothy Page, and emphasized the part that sports, and most especially swimming, have played in her health and beauty career. She has the vital sort of beauty that goes with perfect health. Classic features mean nothing without health and vitality, a beautiful body, sparkling eyes, and a clear skin. And the woman who possesses these things is beautiful in the only important sense of the word. So because of the supreme importance of health, and thus in the final analysis of exercise and diet; and because we've all of us been lounging over the radiators too much this winter, and getting

too little exercise, I scoured around for the simplest, most common-sense advice I could find to give you this month about those two bogies, exercise and diet.

Diet and exercise! Now don't curl down further into the warm bed covers, or cut yourself another slice of chocolate marshmallow layer cake when you hear those words. Here's good news for you.

You know there are exercise fanatics, and diet fanatics, who scare off even the hardiest souls with their complicated, and sometimes bewildering, advice. I have

known many a physical "culturist" who rarely practiced what he preached; and many a one, who, if he did practice what he preached, failed to get very far in point of results. Thus to find two people whose advice is simple and sane; who actually practice what they preach, and get results themselves; and who offer no false lures of sugar-coated, soft-cushioned ways of keeping fit or reducing or gaining weight; *and* to find their instructions available on the radio . . . all this is something of a miracle.

We're going to start right off with getting you out of bed (it may be a cold morning, but we're going to be hard boiled about this) to the tune of the chimes of Mr. Bagley's early morning broadcast. The chimes always open and close the exercise program. I attended one of these early morning broadcasts (*Continued on page 63*)



Kilocycle Quiz

Here's a good parlor game for your radio-minded guests. Have them try to answer the following questions in no more than eight minutes.)

1. Have you, within the past six months, heard the word "belching" in the air?
2. Who won the 1934 Best Announcer's Award?
3. What's the name of Bing Crosby's younger brother now in radio?
4. Is Phil Dues a comedian, tenor, actor, baritone or announcer?
5. Is Lanny Ross married?
6. Does Paul Whiteman have any sons?
7. Who is the girl singing on the Camel Caravan over CBS?
8. Who is the director of Hal Kemp's orchestra?
9. Has Lawrence Tibbett ever appeared in the movies?
10. How old is Madame Sylvia of Hollywood?
11. Jane Froman is a native of what state?
12. Who directs the orchestra on the Sunday evening hour operas in English?
13. What artist ends all programs by saying, "Goodnight, Mother?"
14. What famous comedian is switching sponsors and networks this month?
15. What famous violinist-maestro is switching sponsors and networks this month?
16. From what city does the Charles Previn-Countess Albani Sunday night show originate?
17. What program won last month's RADIO STARS' Award for Distinguished Service to Radio?
18. Are the three Pickens Sisters really sisters?
19. What radio artist has the same last name as the product he advertises?
20. What two brothers have their own orchestras, both playing in New York hotels and both on the networks?
21. Who are two other maestros, both on the networks, with the same last name?
22. What well-known news commentator of the air and press expects to be a father again this summer?
23. Who is the author of Jack Benny's program scripts?

(Answers on page 99)



... but he's saying "I'm sorry" now!



It was Ada who really saved me. I was telling her how Bill and I had quarreled that morning because I couldn't get his shirts white enough to suit him.



"Your trouble sounds like tattle-tale gray," Ada told me—"and that means left-over dirt. Change to Fels-Naptha—its richer golden soap and lots of naptha get out ALL the dirt."



And am I glad I listened to Ada! My washes are like snow. They've lost every bit of tattle-tale gray. Bill's so tickled with the way his shirts look that he's been sweet as pie ever since!

YOU bet Fels-Naptha will get your clothes cleaner—and whiter!

For Fels-Naptha brings you something that no "trick" soap can—two dirt-looseners instead of one. Not just soap alone, but good golden soap with plenty of dirt-loosening naptha.

Chip Fels-Naptha into your washing machine—and see what a gorgeous job it does. It's great in your tub and for soaking or boiling. You'll find it gentle—safe for your finest silk stockings and daintiest lingerie. And it's kind to hands, too—for there's soothing glycerine in every golden bar! . . . Fels & Co., Phil., Pa. © FELS & CO., 1936

Banish "Tattle-Tale Gray"
with Fels-Naptha Soap



BOARD OF REVIEW



***** Excellent
 **** Good
 *** Fair
 ** Poor
 * Not
 Recommended

Will Rogers, left,
 pops up now and then
 on the Sunday night
 oil program.

Curtis Mitchell
 RADIO STARS Magazine, Chairman
Alton Cook
 New York World-Telegram, N. Y. C.
S. A. Coleman
 Wichita Beacon, Wichita, Kan.
Norman Siegel
 Cleveland Press, Cleveland, O.
Andrew W. Smith
 News & Age-Herald, Birmingham,
 Ala.
Lecta Rider
 Houston Chronicle, Houston, Texas

Si Steinhauser
 Pittsburgh Press, Pittsburgh, Pa.
Leo Miller
 Bridgeport Herald, Bridgeport, Conn.
Charlotte Geer
 Newark Evening News, Newark, N. J.
Richard G. Moffett
 Florida Times-Union, Jacksonville,
 Fla.
Dan Thompson
 Louisville Times, Louisville, Ky.

R. B. Westergaard
 Register & Tribune, Des Moines, Ia.
C. L. Kern
 Indianapolis Star, Indianapolis, Ind.
Larry Wolters
 Chicago Tribune, Chicago, Ill.
James E. Chinn
 Evening and Sunday Star, Wash-
 ington, D. C.
H. Dean Fitzer
 Kansas City Star, Kansas City, Mo.

Vivian M. Gardner
 Wisconsin News, Milwaukee, Wis.
Joe Haeffner
 Buffalo Evening News, Buffalo, N.Y.
John G. Yaeger
 Cincinnati Enquirer, Cincinnati, O.
Oscar H. Fernbach
 San Francisco Examiner, San
 Francisco, Cal.
Jack Barnes
 Union-Tribune, San Diego, Cal.

- ***** PALMOLIVE BEAUTY BOX THEATRE WITH GLADYS SWARTHOUT, JOHN BARCLAY AND NAT SHILKRET'S ORCHESTRA (NBC).
- ***** "TOWN HALL TONIGHT" WITH FRED ALLEN AND LENNIE HAYTON'S ORCHESTRA (NBC).
- ***** FORD SUNDAY EVENING HOUR—DETROIT SYMPHONY ORCHESTRA (CBS).
- ***** THE JELLO PROGRAM WITH JACK BENNY (NBC)
- ***** GENERAL MOTORS SYMPHONY CONCERTS (NBC).
- ***** THE MARCH OF TIME (CBS).
- ***** ONE MAN'S FAMILY, DRAMATIC PROGRAM (NBC).
- ***** CHASE AND SANBORN OPERA GUILD (NBC).
- ***** THE VOICE OF FIRESTONE CONCERTS WITH GLADYS SWARTHOUT, NELSON EDDIE, RICHARD CROOKS AND WILLIAM DALY'S ORCHESTRA (NBC).
- ***** ALEXANDER WOOLLCOTT, THE TOWN CRIER. ROBERT ARMBRUSTER'S ORCHESTRA (CBS).
- ***** CHESTERFIELD SERIES WITH ANDRE KOSTELANETZ ORCHESTRA AND CHORUS (CBS).
- ***** FLEISCHMANN VARIETY HOUR WITH RUDY VALLEE AND GUESTS (NBC).
- ***** LAWRENCE TIBBETT WITH WILFRED PELLETIER'S ORCHESTRA AND JOHN B. KENNEDY (NBC).
- ***** SWIFT HOUR WITH SIGMUND ROMBERG AND DR. WILLIAM LYON PHELPS (NBC).
- ***** LUX RADIO THEATRE (NBC).
- ***** PAUL WHITEMAN'S MUSIC HALL (NBC).
- ***** CITIES SERVICE WITH JESSICA DRAGNETTE (NBC).
- ***** FORD PROGRAM WITH FRED WARING AND HIS PENNSYLVANIANS (CBS).
- ***** AMERICAN ALBUM OF FAMILIAR MUSIC WITH FRANK MUNN, VIRGINIA REA AND GUS HAENCHEN'S ORCHESTRA (NBC).
- ***** SENTINELS SERENADE WITH JOSEF KOESTNER'S ORCHESTRA AND GUESTS (NBC).
- ***** EDWIN C. HILL (CBS).
- ***** "LAVENDER AND OLD LACE" WITH FRANK MUNN, HAZEL GLENN AND GUS HAENCHEN'S ORCHESTRA (CBS).
- ***** SILKEN STRINGS WITH CHARLES PREVIN'S ORCHESTRA AND OLGA ALBANI (NBC).
- ***** LOMBARDO-LAND WITH GUY LOMBARDO'S ORCHESTRA (NBC).
- ***** THE CAMEL CARAVAN WITH WALTER O'KEEFE, ANNETTE HANSHAW, GLEN GRAY'S CASA LOMA ORCHESTRA AND TED HUSING (CBS).

THE LEADERS

Again the top show is the same. And the second in line last month is again second this month. Many of the other shows listed among past month leaders are again topnotchers. All of which must indicate that radio is being consistent with its good fare. There are ties for third, fourth and fifth places. Only the shows listed in this box are listed in the order of their rank. The others are merely grouped in classes of four stars, three stars, etc.

1. *****The Palmolive Beauty Box Theatre (NBC).
2. *****Town Hall Tonight (NBC).
3. *****The Jello Program (NBC).
- *****Ford Sunday Evening Hour (CBS).
4. *****General Motors Concert (NBC).
- *****The March of Time (CBS).
5. *****Chase & Sanborn Opera Guild (NBC).
- *****One Man's Family (NBC).

- ***** THE ROXY REVUE WITH "ROXY" AND HIS GANG (CBS).
- *** RADIO CITY MUSIC HALL CONCERT WITH ERNO RAPEE (NBC).
- *** ADVENTURES OF GRACIE WITH BURNS AND ALLEN (CBS).
- *** A. & P. GYPSIES WITH HARRY HORLICK'S ORCHESTRA (NBC).
- *** SONGS YOU LOVE WITH ROSE BAMP-TON AND NAT SHILKRET'S ORCHESTRA (NBC).
- *** MAXWELL HOUSE SHOW BOAT (NBC).
- *** THE GIBSON FAMILY (NBC).
- *** CAREFREE CARNIVAL (NBC).
- *** BEN BERNIE AND HIS ORCHESTRA (NBC).
- *** BOND BREAD SHOW WITH FRANK CRUMIT AND JULIA SANDERSON (CBS).
- *** LADY ESTHER PROGRAM WITH WAYNE KING'S ORCHESTRA (CBS).
- *** KATE SMITH AND HER SWANEE MUSIC (CBS).
- *** "MELODIANA" WITH ABE LYMAN'S ORCHESTRA, VIVIENNE SEGAL AND OLIVER SMITH (CBS).
- *** "EVERETT MARSHALL'S BROADWAY VANITIES" WITH ELIZABETH LENNOX AND VICTOR ARDEN'S ORCHESTRA (CBS).
- *** MANHATTAN MERRY-GO-ROUND WITH RACHEL DE CARLAY, ANDY SANNELLA AND ABE LYMAN'S ORCHESTRA (NBC).
- *** GULF HEADLINERS WITH STOOPNAGLE AND BUDD (CBS).
- *** COLGATE HOUSE PARTY WITH CONRAD THIBAUT AND AL GOODMAN'S ORCHESTRA (NBC).
- *** CONTENTED PROGRAM WITH GENE ARNOLD, THE LULLABY LADY, MORGAN EASTMAN'S ORCHESTRA (NBC).
- *** LOWELL THOMAS, COMMENTATOR (NBC).
- *** PRINCESS PAT PLAYERS, DRAMA WITH DOUGLAS HOPE, ALICE HILL, PEGGY DAVIS AND ARTHUR JACOBSON (NBC).
- *** PHILIP MORRIS PROGRAM WITH LEO REISMAN'S ORCHESTRA AND PHIL DUEY (NBC).
- *** VIC AND SADE, COMEDY SKETCH (NBC).
- *** CONOCO PRESENTS HARRY RICHMAN, JACK DENNY AND HIS ORCHESTRA WITH JOHN B. KENNEDY (NBC).
- *** DEATH VALLEY DAYS, DRAMATIC PROGRAM (NBC).
- *** THE ARMOUR PROGRAM WITH PHIL BAKER (NBC).
- *** ROSES AND DRUMS, DRAMATIC SKETCH (NBC).
- *** THE SINGING LADY (NBC).

"I took it *myself* when I was a little girl"



HERE is a scene that happens thousands of times a day.

For how natural it is for a mother to give her child the laxative that she, herself, has taken and trusted ever since she was a little girl. The laxative her mother gave her. For 28 years Ex-Lax has been America's favorite laxative. Its leadership has never been challenged. More people buy it than any other laxative. There must be a reason. There are... *reasons!*

Ex-Lax checks on every point

Before you ever take a laxative, or give one to any member of your family, be sure it checks on these points... Is it thorough? Is it gentle? Are you sure it won't form a habit? Is it pleasant to take?

Many laxatives check on one point or another. Ex-Lax checks on *all!*

Ex-Lax is as thorough as any laxative you can take. Completely effective. Yet Ex-Lax is so gentle it will not cause stomach pains, or upset you, or leave you feeling weak afterwards. Except for the perfect results, you hardly know you've taken a laxative.

Ex-Lax positively will not form a habit—you do not need to keep on increasing the dose to get results. And that is a vitally important point in a laxative.

And Ex-Lax is such a joy to take. Instead of swallowing some bitter medicine, you

eat a little tablet that tastes just like delicious chocolate.

And, that "Certain Something"

These are the cold facts about Ex-Lax. But there is more than that. It's the ideal combination of all these qualities—combined in the exclusive Ex-Lax way—that gives Ex-Lax a "certain something"—a certain satisfaction—that words just can't describe. But once you try Ex-Lax you'll know what we mean. And you'll understand why you can't get perfect Ex-Lax results with anything but Ex-Lax.

Ex-Lax comes in 10c and 25c boxes at any drug store. If you would like a free sample, mail the coupon.

...

COLD WAVE HERE... and we mean *colds*. Sneezing, sniffing, coughing, misery-creating colds. To help keep your resistance up—KEEP REGULAR with Ex-Lax.

MAIL THIS COUPON—TODAY!

EX-LAX, Inc., P.O. Box 170
Times-Plaza Station, Brooklyn, N. Y.

MM35 Please send free sample of Ex-Lax.

Name _____

Address _____

When Nature forgets - remember

EX-LAX

THE CHOCOLATED LAXATIVE

THE THRILL

By MARY PICKFORD

as told to

Walter Ramsey



THE radio is my new love and right now it is my most important career! No, I haven't forgotten the stage, and the movies are part and parcel of my life. But I have always believed that professional women should have *two* careers—one to be the background, the framework, the foundation; the other to be something done for the sheer joy and love of doing it! In my case, motion pictures are, of course, the foundation. Radio I am doing for the excitement and keen interest I find in the work. I am so completely wrapped up in my new thrill, I am afraid everything else is going to have to wait for a while.

Down at the station from where my programs are broadcast, they are beginning to have a lot of fun with me. You see, I can't keep away from the place. On my days off I take a "bus man's holiday" right back to the studios and watch other companies rehearse! That's how badly I'm bitten by the radio bug.

I read in the paper the other day that Rudy Vallee was sweet enough to say he was thrilled, because I was on hand to introduce his program which was being broadcast temporarily from the West Coast. As a matter of fact they couldn't keep me away that day. I greatly envy radio headliners like Mr. Vallee who have such poise and confidence before that "ol' devil Mike" and I love to watch them at work.

The other day a friend said: "Mary I simply can't understand your hectic enthusiasm for all this. After the thrills and excitement of making pictures I should think the cut-and-dried-now-you're-on-and-now-you're-off system of the radio would be boring to you."

Boring? This is my little secret—just between the half million of us—I can't sleep for a couple of nights before I go on at eight o'clock Wed-

OF MY LIFE

Mary Pickford and John Mack Brown, who has been in her movies and on her radio program.

WHY DO THEY CALL MARY PICKFORD THE HARDEST WORKER IN HOLLYWOOD? AND THE SMARTEST BUSINESS WOMAN? THIS STORY IS A CLUE. . . .

Wednesday evenings for my radio half-hour over the network. That is how boring the cut-and-dried system of radio is to me. As much as I love pictures I can't ever remember losing any great amount of sleep over one.

Radio is so new to me, so exhilarating! About me there are new faces, new personalities, new ideas working in a new medium! There are no traditions; no hard and fast rules to fight, such as one encounters on the stage, and, yes, in Hollywood, too. The minute you step foot in a radio station you feel that the big trails of radio are waiting to be blazed! The demand is for *newness . . . aliveness . . . originality*. There is no one to say, "We can't do that because it doesn't do well in Podunk." On the radio there are no yesterdays, only tomorrows. And for that one reason it will always remain the most perpetually *youthful* entertainment. It is the art of sound and mystery. The idea of the unseen artist playing to his or her unseen audience is awe-inspiring.

When that all-important little red light goes on it demands perfection. To me, it is as though it spoke and said: "For thirty minutes, to the very clock tick, your voice and personality will be hurtled through space into the homes and perhaps the hearts of millions of people. You must do what you have to do perfectly, for there is no turning back the hands of the clock, no rectifying of mistakes. These few minutes of time demand your ultimate effort!"

In making pictures, it is entirely different. We rehearse and rehearse until we think we have the scene and our lines perfectly. Even after the camera starts to grind, it does not really matter if we make a

mistake. You say "Sorry" . . . the director says "Cut" . . . and everyone starts all over again. On the stage, before such a small group, mistakes are frequently covered up by adlibbing and general stalling until the prompter can conveniently give you your cue. But the moment you step into that sound-proof studio there are no obliging directors to say "Cut," no prompters to whisper you on your way again, no time to correct your errors. To make a little joke of it: when that fateful little light goes on you are *on* and you must be good, or you will be *off* the next time the program goes on.

As long as I live I'll never forget our first program, "The Church Mouse." We rehearsed for days and days. We thought we were letter-perfect in our lines and timing. Two hours before we went on the air, we arrived at the studio and started final rehearsals. And the more we rehearsed the worse we got.

An hour . . . a half-hour . . . fifteen minutes . . . ten minutes . . . and the company was on the verge of a nervous breakdown. I kept dropping my script, forgetting important lines. The music played too loudly, then too softly. Men without coats ran to and fro.

Five minutes . . . two minutes. I felt I could hardly breathe. I wanted to back out, for a moment I wished they could find a substitute. Then suddenly *one more minute!* I held out my hand to see if it were shaking with the same nervousness I felt inwardly.

Suddenly the red light, the voice of the announcer, a second before he had been as hectic as the rest of us, but now he was calm and steady. My hand was *not* shaking!

(Continued on page 69)

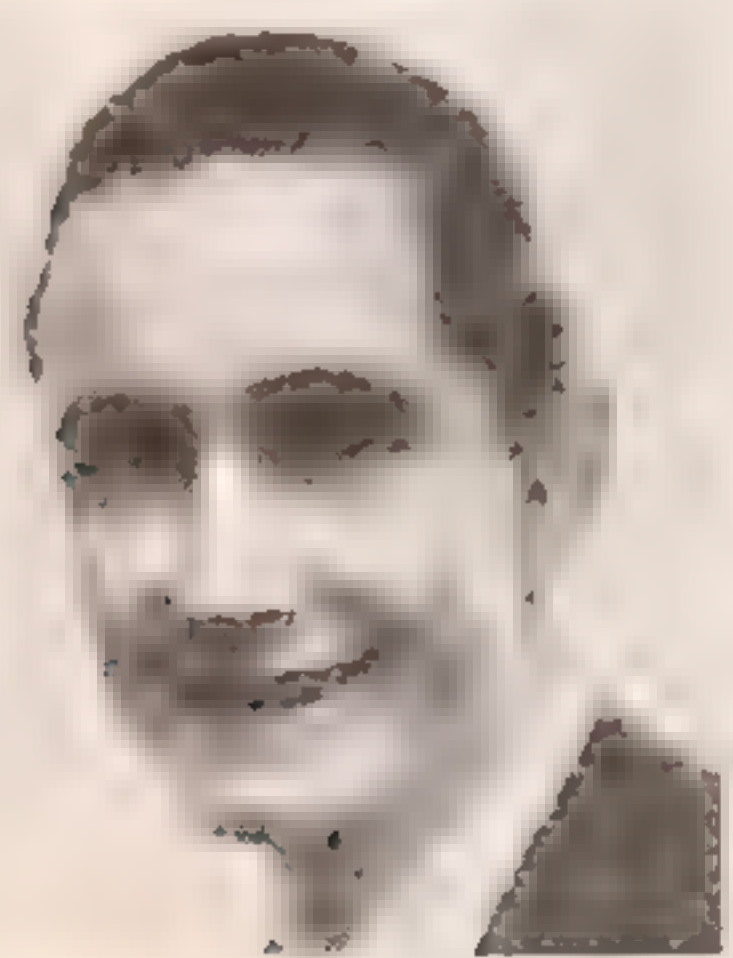




(Left) Frances Langford name is being linked with her manager, Ken Dolan. (Above) Ray Heatherton holds a record for working long hours.

BY WILSON

STRICTLY



Nino Martini has made up his mind to face the camera. He goes to Hollywood this spring. It will be his second movie experience; the first time being immediately upon his arrival in the U. S. from his native Italy. In fact it was a movie producer visiting abroad who saw and heard and brought the handsome Nino to these shores.

Did you know that Carol Deis, the young and beautiful warbler, is the mother of an eight-year-old son, Donald? Since parting with her husband, her name is being linked with that of a New York press agent. We don't think it's serious.

Morton Downey is a radio freak. He had his buildup to fame over CBS which has him under contract. Now he's drawing a few thousand-a-week salary on an NBC program,



paying commissions to CBS. Only in radio can such things happen. And in radio anything can happen.

Russell Brown, the baritone singing from St. Louis, is newly married. She's also a St. Louisan.

Ted Husing is romancing, or so says rumor, with a Broadway eye-ful.



her went Ken Dolan, her manager, which revived those rumors about the singer and Ken. "Are they married?" people ask. To which question the couple shuts up like a clam. Frankly, Radio City doesn't know. But on every hand one hears, "I think they are." Dolan formerly managed Shirley Howard, another songstress, but dropped her to devote his full time to Miss Langford.

This Hollywood move again necessitated a change in the House Party

show. That, you recall, is the program which opened with Conra Thibault, Fritz Scheff, Risa Stevens and Don Voorhees' band. The second week setup ousted Scheff and substituted Peggy Allenby switched Langford for Stevens; and replaced Voorhees with Al Goodman. Now come more changes practically remaking the show.

To Dick Leibert and Ray Heatherton. (pictured above) go honors or perhaps headaches for long and sleepless hours. Dick plays the organ each a. m. over the network and for four or five shows a day in Radio City Music Hall. And each night finds him in the Rainbow Room night spot organing for the late dancers. On top of that he has a Friday night commercial. Where does he sleep? Between three and eight o'clock each morning.



Walter Winchell, the man who made blessed evening news, now announces that Mr. and Mrs. Walter

WHEN THERE IS SOMETHING ABOUT SOMEONE THAT HASN'T BEEN



(above) Ramona in one of her frequent poses. She has now made up with hubby. (right) Babs and Her Brothers aren't having things easy.

ROWN

CONFIDENTIAL

Vinchell themselves are infanticipating. Their little daughter, Walda, expects her new baby sister or brother this summer. You will recall a year ago death claimed the Vinchell's youngest, a daughter.

Some more Hollywood bits: Lawrence Tibbett has been signed for five years at salary of something like \$275,000 per picture. The first story will be "Sing, Governor, Sing." It will be his first since he did "The Cuban" two years ago. 'Tis said only one or two other stars make as much money before cameras. Add to this Tibbett's radio, concert and opera salaries and be assured that no Tibbett stomach will go empty for a year or two despite heavy expenses.



If you're interested in salaries, the Sunday night condensed opera sponsor pays Deems Taylor \$500 weekly and its musical director, Wilfred Pelletier, \$650. All told, the hour show costs anywhere from \$6,000 to \$8,000 for talent and music.

Irene Beasley figures in the news. First her tonsils acted up and had to come out. Then she announced she wouldn't renew her contract with the network, preferring to find her own jobs. Next the rumors about her romance were revived. And now we learn that she is being given a build-up, that she's doing better work, and the end of it may mean a big new program to start this spring.



Jack Denny is doing all he can to make those evening sustaining band programs a little bit different. He started it by using low voiced commentators and readers to add news and poetry to song introductions. The stunt was first tried on WOR and other stations of the Mutual Quality Group. Now he's making an effort to do the same on his NBC spots. The original idea

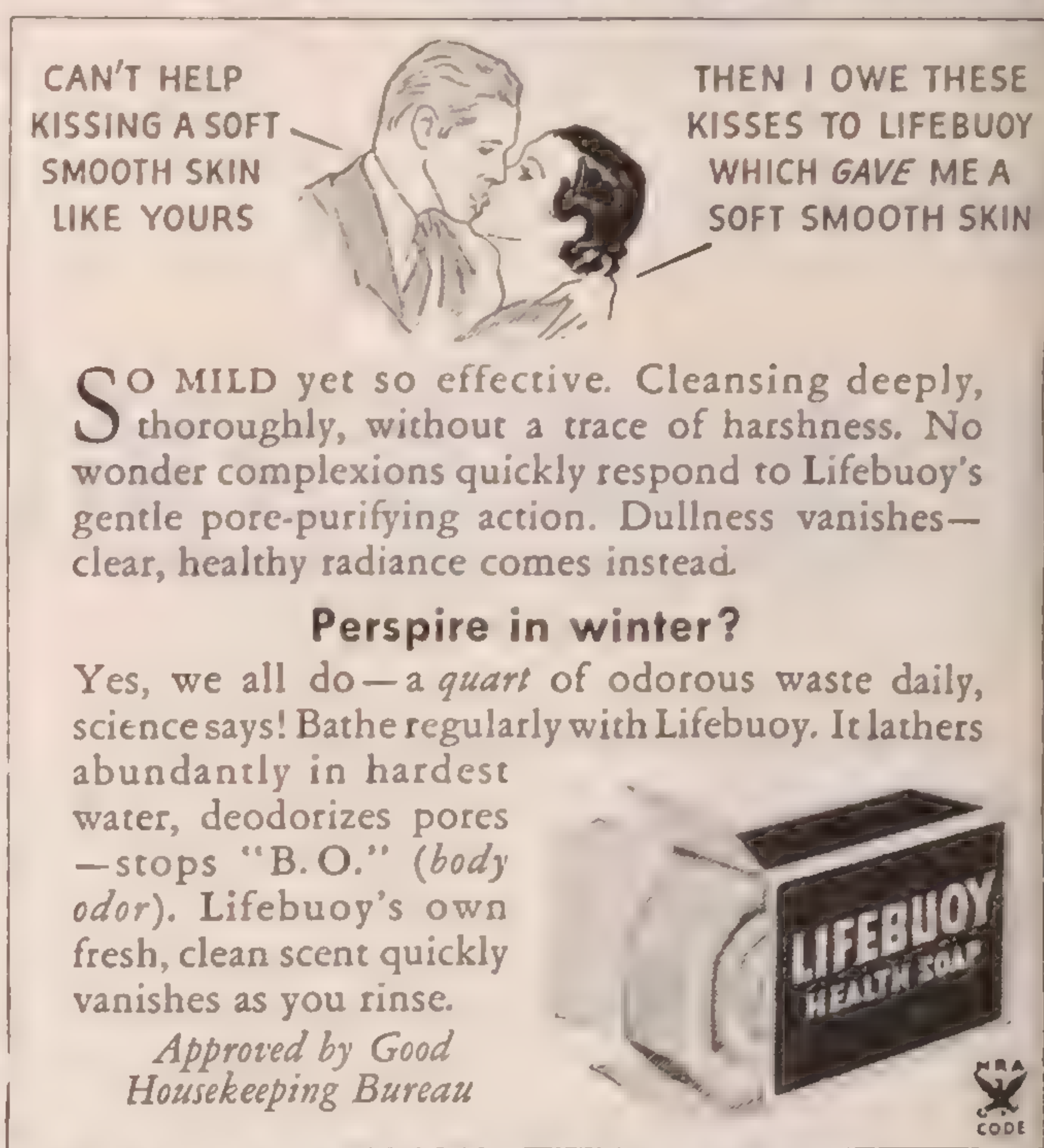
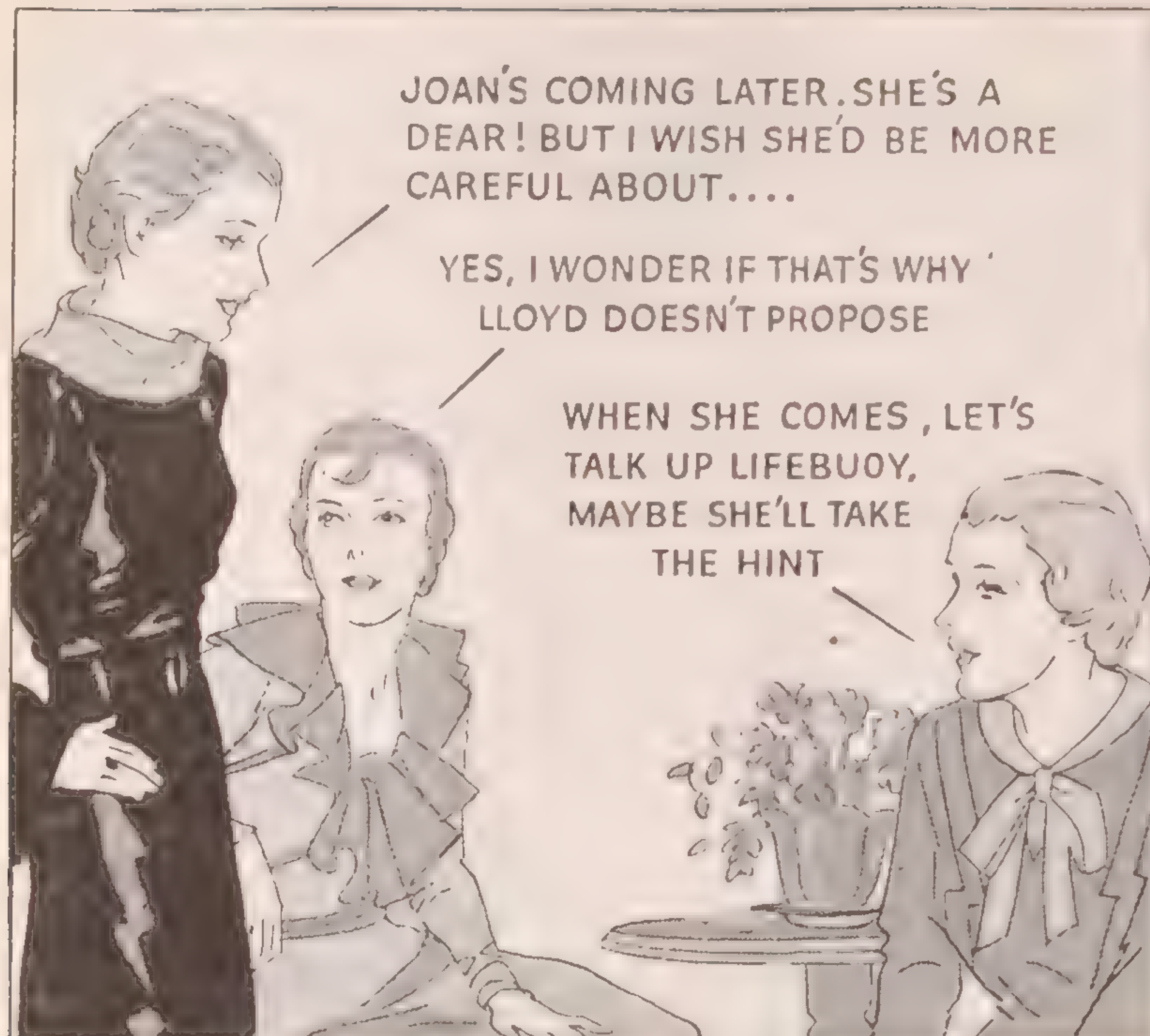


for the latter was to use well known men to do the chattering. As long as names only were used, everything was lovely. But it was explained that names alone were not enough, that the names should be identified with leading radio publications or newspapers. So don't be surprised to hear a voice from this Magazine in your loudspeaker.

Beatrice Lillie, the singing comedienne, after one show on the Vallee program a season ago and another shot on an auto program last month, landed a fat program. A milk company, in co-operation with a movie magazine had a program on Thursday nights just after the Fred Waring half-hour. Then Fred's sponsor decided to increase his time to a full hour which shoved the milk-movie program called "Forty-Five Minutes in Hollywood" right out of the scene. The latter liked the idea so little that the sponsor packed up his sound effects and moved over to NBC, changing the name (Continued on page 100)



TOLD, YOU WILL BE SURE TO READ IT HERE FOR THE FIRST TIME!



IT'S THE SUDS THAT SAVE THE WORK



HOW the news spreads! For the wash, for the dishes, for all cleaning—"there's no soap like Rinso!" On washday it SOAKS out dirt—saves scrubbing—gets clothes 4 or 5 shades whiter. Clothes washed this safe, "no-scrub" way last 2 or 3 times longer.

You'll save lots of money. A little Rinso gives rich, lasting suds—even in hardest water. Recommended by makers of 34 famous washing machines. Tested and approved by Good Housekeeping Institute. Get the BIG box.

A PRODUCT OF LEVER BROTHERS CO.





MIRIAM HOPKINS



WALTER HUSTON



LESLIE HOWARD



HELEN HAYES

FOR DISTINGUISHED SERVICE TO RADIO

Any radio magazine is bound to receive many letters from radio listeners. Most of those letters make complaints or ask questions. Occasionally, one tears at your heart. This one, for instance: Dear Mr. Editor:

I am blind, yet life has been good to me.

As a girl, I visited New York with my parents and saw, on the stage, Maude Adams, Mrs. Fiske, and Sarah Bernhardt. Sometimes, I even dreamed of becoming a great actress myself. That was before the accident.

The accident burned the skin from my eyes and I have never been able to see since. Back home, out here in the West, I resigned myself to such a life as you will never be able to imagine. Friends tried to help me with too sweet kindness.

No one who can see will ever know how empty were those next years. No one can understand the hollowness of such an existence for a girl who had too few memories.

Yet, life has been good. Many, many times I have thanked God that His Goodness gave to those afflicted as I am the blessing of the radio.

For radio has filled all those empty tomorrows and brought me a future.

One program particularly has given me great joy. That program is the Lux Radio Theatre.

When I could see, I loved the stage quietly but deeply, and the knowledge that I could no longer visit New York and the theatre was the cruellest part of my burden. Now, Broadway is brought to me; the fine plays I have heard about, the strong voices of the men and women who have become famous since I entered this house of darkness.

Please understand that this letter of mine is no impulsive gesture. Rather, it comes from the heart. Believe me, it is my prayer of Thanksgiving that a miracle has brought me back into life.

Sincerely, Miss A—— M——.

Because many people, people who are not blind, are finding themselves delighted and entertained by the splendidly produced

Sunday afternoon dramas, RADIO STARS

Magazine awards to the Lux Radio Theatre its monthly award for Distinguished Service to Radio.



Curtis Mitchell



Jackson

LOVELY LADY

And one of the most sincere in Radio is Jessica Dragonette. She is every lovely thing that you imagine as you listen to her warm lyric soprano each Friday evening. Jessica spent her girlhood in a New Jersey convent school. She made her first public appearance at the age of seventeen in the famous stage spectacle, "The Miracle."

SOCIETY'S WEAKNESSES

Enric Madriguera is this too eligible young bachelor who makes many a heart beat crazy late night when his music fills the favorite high spots of New York's Four Hundred, then you know that when a rich mama's daughter "comes out" Enric is sure to be there with his tunes and handsome bandsmen.





SWEET MUSIC

"Sweet Music" is Rudy Vallee's latest picture. The beautiful girl, whom Rudy is visiting, is the enchanting Gloria Stuart, Dick Powell's new leading lady in "Gold Diggers of 1935." The police dog is a bit rude in staring, but she is so lovely, don't you think?



CROONER'S CRUSH

Three of them! They are Ted Fio-Rito's singing debutantes with King Crooner Powell on a recent "Hollywood Hotel" broadcast Friday evenings. We have inside information that Dick Powell may soon ankle to the altar with the pert little Mary Brian of the movies.



Hausler

RHYTHM, RHYME, ROMANCE

These three little words spell Paul Whiteman's particular brand of entertainment. As a lot of you know, Paul is responsible for many fellows and girls achieving air stardom after appearing on his program. By the way, his band was one of the very first in radio.



McHott

Y. know how well
George Gershwin can
manipulate the ivories
after listening to
"Music by Gershwin"
each Sunday evening.
He has been writing
hit tunes for the past
fifteen years, but his
greatest pride lies in
being able to play
them from memory.

AN IVORY MASSEUR

IT'S TOUGH ON

BY MARTIA McCLELLAND

YOU'VE often heard that Jane Froman and Don Ross are the most happily married couple in radio. But you also probably have heard stories that pictured Don as a gigolo and a parasite living on Jane's money. Jane is sick and disgusted with those stories. Don is burnt up about them. And I, as a good friend of theirs, am so fed up with those rumors that I want to blow off all I know and clear up the mess once and for all!

Don has been through all of the humiliation and embarrassment that it is possible for any self-respecting man to undergo. For instance, here are just a few of the things he's had to listen to: (1.) That he is a hindrance to Jane's career. (2.) That he is a failure on his own and is supported by his wife. (3.) That the only jobs he does get are through Jane's "pull" and influence. (4.) That he prevented Jane from accepting jobs that didn't include him. (5.) Hear himself sarcastically referred to as "Mr. Jane Froman." And so forth and so on, ad nauseum.

Let me answer these rumors one by one, so that you will know the truth for the first time.

To begin with, *if it hadn't been for Don Ross, Jane*

Froman would not be the successful radio star that she is today! I say that with finality and without fear of contradiction to disprove the accusation that Don is a "hindrance" to her career. Here's why.

Long before Jane ever dreamed of becoming a singer, Don was successful. He and his partner were a singing team in some of the leading Broadway shows for about ten years before Jane came into his life. It was when he was a star on Cincinnati's famous station WLW that he met Jane, then a struggling young novice to the stage.

I won't go into the details of their romance except to say that it was a case of love at first sight. Don, I believe, was the only person in the world at that time who had any faith in Jane's voice. He now had two careers to handle—his own and Jane's.

His own, however, was a case of clear sailing. Both the networks in Chicago held out very attractive offers to Don and his partner. So here we have Don settled in Chicago, a featured artist of the air.

His next job was getting Jane on. Believe it or not, that was pretty hard work! The radio executives could not see her at all. Finally Don managed to place her with Paul Whiteman. But, clever man, he insisted that Jane—an unknown, mind you—be given prominent billing on her own, and not merely listed with the rest of the Whiteman troupe. Sounds unimportant, doesn't it, but that cautious bit of showmanship on Don's part saved Jane



Stein



(Above) The beautiful Jane Froman, who prefers to be known as Mrs. Don Ross.
(Right) That's Don, of course, with whom you see her.

HUSBANDS, *but-*

from the fate of being just another girl singer with a band. That fine bit of strategy helped make a star of Jane Froman.

After several months, Don felt that now he and Jane were ready for New York. At this stage Fate and Don Ross contrived to shoot Jane up to stardom, while strangely enough at this very time Don's career was interrupted by an unexpected occurrence.

His partner suddenly left him. Do you know what that meant? Don, for the first time, had to go out on his own as a singer. Had to scrap his entire act, his whole method of singing, and practically start over. Radio executives and booking agents who had heard of the team were a bit wary of taking Don Ross alone. You see how it was. But Don wasn't worried. He was used to the ups and downs of show business, and he knew that in time he'd be right up on top again. Besides, he had plenty of money saved to tide him and Jane over just such periods.

Meanwhile, he was throwing all the weight of his ten odd years of show experience in building up Jane. A beautiful voice alone doesn't do it. One rash move could end a career forever, a clever move could make one. Don knew it—and so did Jane.

She left everything to him. Several small offers came her way, but he wouldn't let her accept them. "You've got to be identified with the best and the biggest, otherwise you'll never have an important name."

Finally it came—the big offer. It was the cigarette program, and it was through Don's efforts that Jane got that commercial. It was just what she needed to zoom her straight to stardom. The program had hitherto starred Bing Crosby and Ruth Etting, topnotchers in radio. Now Jane Froman, the little girl who had just come in from Chicago, shared the same glorious spotlight. It put her in the star class immediately. In each and every step up, from Cincinnati to Chicago to New York and stardom, it was Don Ross who paved the way for Jane to step up each golden rung in the ladder of glory.

You must remember, it's one job to get on top, but it's a tougher job to stay there. Now Jane has about as much business sense as my cat Josephine, but Don sees to it that she makes no false moves. For instance, about two years ago a theatre in Chicago wired Jane an offer of \$200 a week to appear there. Jane was delighted with it, but Don put his foot down. "If you take that, honey, you'll never get out of that \$200-a-week class, and

they'll never want to pay you more. Wait another year."

There were many who thought he was foolish to advise her so. "He's ruining her career," were the whispers. Well, exactly one year later Jane was singing in that same theatre—at \$1,000 a week! Ruining her career? Don't make me laugh.

In fact, the only time Jane didn't follow Don's advice the results were almost disastrous. He planned and prepared her theatrical act and taught her those little stage tricks which would make her go over. She was such a great success that she was held over another week.

But when he wanted to prepare a new, fresh skit for her second week, Jane protested. "No dear," she said, "it isn't necessary. All I have to do is go out and sing. There's really nothing to it."

So Don let her have her own way. At the end of the first performance he found Jane in her dressing-room crying. "It was terrible. They didn't like me," she wept. "I hardly got any applause at all. What's the matter?"

HE told her what the matter was. He selected different songs for her, wrote a new act, coached her and rehearsed her. The next day, with the new routine that he had planned, she was again the glamorous, sensational star who was called back for encore after encore by the enthusiastic audience. Do you wonder now that Don "meddles" in his wife's career, or that she places everything on his capable shoulders? You must admit, judging by Jane's phenomenal success that he's done a darned good job of it.

But let's get back to Don. What's happened to him? Has he been a failure in his own work, just living the easy life of a "celebrity's husband?" I should say not!

Don has a thrilling baritone voice, and it took only about five months after he had come to New York before he got back on his feet again. Then jobs came thick and fast. He was loaded down with recording and transcription jobs. Then came the (Continued on page 58)

THE TRUTH ABOUT THAT JANE FROMAN- DON ROSS MARRIAGE



(Above) Jane tells the secret ambitions she hopes to realize within the next two years.

will they

KI

IF YOUR RIGHT HAND DOESN'T KNOW WHAT YOUR LEFT IS DOING,

A BUNCH of Dutch Schultz's muscle men were whooping it up in a fifty-ump street night club when through the doorway drifted a familiar, high-pitched nasal voice.

"Winchell in person," said the newcomer, chucking the hat-check girl under the chin. "Winchell in the *flash*," he cracked to the headwaiter who bowed deeply and led him to a table on the floor. "Bring me whiskey, bring me women, bring me. . . ."

The muscle men looked at each other and remembered Mr. Winchell had been saying nasty things about their Mr. Schultz. So the muscle men went to the table on the floor, jerked its occupant out of his chair and gave him what they jokingly described as "the works." When they were done, there was hardly any flesh, certainly little flash left in the nasal body. He was alive but he was not much more than a face on the barroom floor.

But luck was with Walter that night. It wasn't Walter who took the beating but a smart aleck imposter who, posing as Walter, thought to grab himself the free cakes

and ale the name Winchell commands. Which gives you an idea of how dangerous is this job of watching the world through a keyhole.

It also gives me an opportunity to inquire in a whisper, how long can he get away with it? He has been stabbing, slashing and sand-bagging the citizenry of the commonwealth nigh on ten years. His mail holds a threat a day. They come to him on scented stationery and butcher paper—and they seem to mean what they say.

Will they kill Winchell?

The answer is *no*. The logical assassins—the gangsters whose secrets he learns and lays before the police and the public—don't dare. The man is too prominent. Has too many friends in the upper and underworld. He is no

Wide World

(Right) Walter Winchell as he sends "flash" scoops over the air. (Extreme right) W. W. with his wife and young daughter, Walda.

Culver





Winchell ?

BY GEORGE KENT

THIS BROADWAY COLUMNIST WILL TELL YOU—AND OTHERS!

Jake Lingle, the *Chicago Tribune* reporter who was bumped off without a boo from his bosses.

They did have it under consideration once when it seemed to them Mr. Winchell knew and was about to say who filled the body of Vincent Coll with lead in a drug-store telephone booth. But they didn't. The men who paid the killers were too smart. They reasoned rightly that a dead Winchell would produce a storm which would sweep them and their rackets out of existence.

The answer is *no* because Winchell is too careful. He never travels without a bodyguard. The guard is also a witness. Double protection, for the "mogul scandal monger," as he calls himself, fears frame-ups more than he fears bullets.

His haters know that to get Winchell, he must be killed or framed. His life is a clean sheet. He has been trailed by experts. He may stay up until seven every morning, haunting night clubs of Broadway and Harlem, mixing with the toughest, fastest, most evil company in the world, the gay cats, lone wolves, ex-convicts—but he mingles as a reporter. His personal life is immaculate.

The Nazi Government in Germany, upset by Winchell's continuous attacks, sent two special agents to investigate him—with a view to silencing him either by bribery or by death. They reported him immune to offers of money, indifferent to the fair sex. Winchell somehow got hold of the report and was brazen enough to publish it in his column. That was buffoonery—it was also journalistic genius.

Like the gangsters, these agents and their supporters who call themselves the Friends of New Germany, are said to have solemnly considered wiping Herr Walter from off the Broadway scene. They too dropped the enterprise—too risky. They gnash their molars, it is their only reply to the machine gun (Continued on page 70)

Wide World



(Extreme left) Proving Al Jolson didn't give him a black eye. (Left) New York's ex-Mayor Walker and Winchell.



Wide World

REVEALING MARY LOU'S SECRET ROMANCE . . . !

BY JAMES ELLWOOD, JR.

IN THE BEGINNING there was Lanny Ross. In the beginning there was Muriel Wilson whom you know as Mary Lou of Captain Henry's Show Boat.

In the end, there was heartbreak. Three long secret years of it.

I know the awful price Muriel Wilson had to pay for Show Boat stardom, and the inside story of why she had to pay it. I do not think it has been worth the price, all these years.

Let me tell you about it. She had never known love until that morning. Eight a. m. of a sunny autumn Sunday, and the occasion a hymn-singing broadcast. They were introduced to each other, hurriedly, just before the program went on the air. An orchestra played "Lead Kindly Light," "The Old Rugged Cross" and "Beautiful Isle of Somewhere" and they sang together. When it was all over he walked up Fifth Avenue with her, out into a world that was all chilly bright yellowness and blue heaven and tall deserted skyscrapers. Strolling beside him she found herself liking the way he talked, his easy athletic gait, the strength of his forehead and chin, his cobalt muffler, a generous gayety in his laugh, the way he insisted upon shaking paws with a dirty mongrel pup in the subway station.

He asked if he might come to call just before he left her.

Back at home she excitedly told it all over to herself for the thousandth time. Fred Hufsmith. Thirty-four and Pennsylvania-Dutch. Concert, Chautauqua, the stage, then radio. A clear pure tenor. Funny she hadn't met him over at the studios before. He had noticed her lots of times he said. He had nice shoulders. Handsome too. Tomorrow night! She'd wear the new silver lamé. And just before he left her—O remember:

"There's something I like about your eyes, Miss Wilson." Perfectly seriously. Then he walked away.

The thing she had lived twenty-five years for had happened. Muriel knew. And for a little while she was more completely happy than she had ever dreamed she could be.

Until, on the heels of love came radio's Show Boat.

Show Boat was a big, new idea. Radio had nothing like it. A big boat on the Ohio River and Mississippi, peopled with glamorous actors and actresses. An important part of the idea was the romance angle. Darndest important. Get a boy and a girl in love and the country would sit up waiting for them every night.

Well, the men who cooked up that idea didn't know what they were starting when they found the girl. Her name was Muriel Wilson and she had brown curls and

dancing blue eyes and a voice that could make a nightingale tuck its head under its wing.

And the boy they found was named Lanny Ross, a handsome blond fellow who seemed to know what to give a love song to make it go over. They named the girl Mary Lou, they put her across the microphone from the young man named Ross, and Show Boat went on the air.

How they made love, those two! It couldn't be make-believe. When she sang to him you could tell it was real by the very tone of her voice. And he, even when he just said her name

("Mary Lou" sort of softly-like) it showed, love did. You

could tell all right. Besides, it was

nice to think of those two radio stars really being crazy about each other, both charming and famous and romantic and everything. It made listening to Show Boat lots more interesting. The papers and radio magazines were always telling the latest news about the pair. It was fun keeping up with them.

Mary Lou and Lanny were really in love. A nation decided that. Show Boat

grew into the ace program of the air at that time. And the name *Mary Lou* came to be as much of a household word as Crawford and Garbo.

Then, like a thunderbolt, came the news that turned her world topsy-turvy. Whether it was dictated to her by the higher-ups of the network, whether her sponsors insisted upon it, whether she herself suddenly came to realize that her radio life depended upon it, is unknown.

But the warning broke—her radio romance with Ross had grown to proportions that made it a whole nation's heart interest, had become such a vital element to the continued success of Show Boat that she must keep her



Seated: Mary Lou (Muriel Wilson). Standing, left to right: Fred Hufsmith, May Singhi Breen, Peter de Rose, and George Engels, radio executive, who introduced Mary Lou and Fred.

DID YOU EVER GUESS THAT HER LOVE SONGS WERE NOT MEANT FOR LANNY

deal love a secret. Can you imagine the torture that was?

She must not marry!

If she did—well, that was the warning, she absolutely must obey or else . . .

And so love, a first and only love, was ruled out of Muriel Wilson's life. She had become the victim of a pitiless ready-made radio romance and there was no possible escape.

You can't think what troubled months she went through—having to tell Fred, trying to find a way out. There were but two plans to choose between. She could announce her engagement and be free to love; and stand the chance of losing all she had worked so long and hard to attain on the air. Or she could take the choice of secrecy. That meant waiting—putting off the life they'd planned together, holding their emotions at bay. Being careful where she was seen with Fred and how many times; give the radio gossipers half a conclusion and they'll jump at it. Keeping love under cover, when a great part of the fun of romance lies in living it, telling folks. Women so much like to wear their love in their eyes, a bright gay banner. Muriel never could, because she chose secrecy.

Bravely, over a period of two years, she kept up the pretense. Singing to Lanny with heartbreak in her voice—not even he knew what lay behind it. Loving Lanny, the radio way, as per orders. Staying, so far as everyone but Muriel's immediate family knew, elsewhere unattached and uninterested. Remember when she flew to Hollywood to broadcast with Lanny and write for RADIO STARS Magazine? She told me what a heavenly trip it was—going places with so popular an escort, meeting the screen stars, lazying through golden California days, having the very time of her life. She told me all that.

And then she broke down and told me afterwards that it was the first time she had ever been away from Fred and she'd missed him so she'd almost died.

I think maybe that was the last straw. Or maybe, on Fred's part, it was the new Mary Lou he flew to Chicago to meet on her return home. The beauty specialists of movie land had dieted and massaged twenty pounds of her away, bobbed her brown curls into a bewitching coiffure, arched her eyebrows à la Harlow and returned her to Radio lovelier than she ever had been before. The two, gloriously incognito for once, saw the Fair together. And then, in a plane speeding toward New York, Muriel decided she couldn't, *wouldn't* wait any more no matter what the price. She had stuck it out long enough to learn for certain that love is the greatest thing that can ever happen to a woman; and that when it does happen half a loaf is never enough even if the full loaf should cost a career. It was going to take courage but she wouldn't be afraid with her man beside her.

So Thanksgiving Day, with Mr. and Mrs. Hufsmith at the Wilsons' for dinner, Fred took his Mary Lou aside and slipped a diamond on her finger.

Two nights (Continued on page 97)



(Above) That far-away look. Recognize it? Yes, wedding bells will be ringing in the Springtime for Mary Lou and Fred. (Below) Four years ago marked their first songs together.





YOU CAN HAVE A

THE BIGGEST RADIO ACTLY HOW TO GET

By MARY

From top, down: Curtis Arnall, Lowell Thomas, Kate Smith, David Ross—know the secret of success.

CRASHING the glittering gates of Radio is credited with being one of the toughest undertakings anybody can shoulder these days. Every year approximately eight thousand hopeful candidates for fame are brought before audition microphones by the two major networks. And out of that vast aggregation of talent a good round fifty usually get on the air. Twenty-five of them will stay on the air after a test period of thirteen weeks. A half dozen of the twenty-five will finally hit the big money class.

So, folks say, radio is a tough old nut to crack.

But it can't be as tough as it's cracked up to be when new personalities are so constantly becoming established among the ether famous. Those on the inside will tell you there's a secret to it. And the secret's simple, *viz*: that the ones who finally reach the top are those who have first developed something different to bring to the microphone, and secondly, learned exactly how to get it there. They're the two things you've got to know before you seek your radio career.

Who could tell you about them better than the stars themselves? To them it's an old story of the road they once travelled. So I've talked to the biggest and brightest of the ether satellites and asked them to give you this marvelous opportunity to profit by their own errors, to share their intimate inside knowledge of *precisely what to do to attain ether success*.

In the case of each of the following statements the star has assumed that you wish to enter that particular field of radio with which he or she is connected, that is: singing,

comedy, orchestra conducting, announcing, dramatics and so on.

KATE SMITH: "For my type of singing I do not recommend voice culture. Keep your voice natural; it will set you apart from the rest. Serve your apprenticeship in amateur theatricals then make a break for the stage. Any fair-sized theatre nowadays is equipped with a microphone amplifying system which will teach you microphone technique and how to work before an audience. The latter I consider very important. Although spectators are never allowed at my broadcasts I find myself visualizing the theatre audiences I used to play to. That visualization I firmly believe improves my performance one thousand per cent. Become good enough on the stage and you won't have to bother to crash radio—you'll be heard and invited in! I know that to be a fact. You see, it's exactly what happened to me."

CONRAD THIBAUT (Bari-tone of Show Boat and the Colgate House Party): Air work similar to mine demands first rate vocal study. You'll need it to help you to the top and keep you there. Try a series of programs on your home town station first; if the audience response is outstandingly big perhaps a station official can secure auditions for you with the networks. If this is impossible, but you want to take the chance, save and go to New York. Be sure to have sufficient money or a job in the city to sustain you while you're waiting for a break. You'll get it by presenting yourself to the program directors and plugging for it like I did. Incidentally, make acquaintances with all the radio folks you can, even the less important ones. It's a good idea in New York. Anybody who is 'in' the least bit, even studio attendants and secretaries, can make it easier for you."

GERTRUDE NIESEN (Blues singer of The Big Show): "Try

RADIO CAREER

TARS TELL YOU EX-
WHAT YOU WANT

EEVES

be heard, girls, by the big orchestra leaders whose tours bring them to or near where you live. This can often be arranged through a theatre manager or dance hall proprietor whom you know. The O.K. of a well known radio maestro can be your golden key to success; he can really do something for you. I'm assuming that you have unusual talent so I won't waste time and money trying to be taught blues. You either have rhythm or you don't—you'll soon find out. Make yourself as pretty as possible too. Radio business is really show business now. You'll have to make good in theatres, clubs and often pictures. Personal attractiveness will help you a lot."

"LAZY" BILL HUGGINS (Formerly the vocalist with the Snorch Light Orchestra): "I'll gladly tell you one way of getting a chance on the air. I sang for four years without pay on a small station in my home town. The nearest network outlets were in Washington, D. C., so I bummed a ride here, got a twelve dollar a week job to eat on, and bothered the program director of WJSV until he gave me an opportunity. Network-affiliated stations nearly always have public auditions and their program directors are truly the fellows to help you. Pretty soon Al Chance, that was his name, requested the network to hear me. Here I am. Why don't you try the P. D. of the network station nearest you? Course I think it's a swell idea."

ANNETTE HANSHAW (Featured Songstress of Camel Caravan): "The first thing you need is a singing personality, a trademark like Jeannie Lang's giggle or (I hope) my own method of doing a number. I developed my singing personality this way: if a note was out of my range I'd invent a little trick to avoid it, a talking line or a different bit of tune. Some of the

From top, down: Glen Gray, Johnny Green, Helen Jepson, Conrad Thibault, network stars.

tricks people liked and some they didn't. I stuck to the best ones and soon found myself doing songs *my own way*. Feel free to sing numbers any way you want to and you'll find yourself inventing your very own individuality. That means the beginning of a singing personality. With a good one of those no small radio station can hold you. I mean it!"

FRANK LUTHER (Formerly known as "Your Lover" and now vocalist on a three hour dance program): "Sing and you'll get your radio career. I mean *sing!* Anytime, all the time, every chance you get. For friends, Sunday School socials, entertainments and parties—*sing*. Find out exactly what people like about your voice—ask them frankly—then you will discover what creates your particular style. New styles of singing are in demand. Take yours to the local radio station, to microphone contests, to vaudeville, anywhere you can be heard. Keep on singing. If your style is downright unique enough I guarantee you'll attract radio attention. You won't have to knock on any program director's door to do it, either."

HELEN JEPSON (Star Soprano of Paul Whiteman's broadcast): "I am doing largely concert music and opera on the air. As a preface to that, study under the best teachers is essential. Many performers of this type of singing came to the air via opera; I am going to opera via radio which, I believe, is the first time such an occurrence has been known. At any rate, if you can distinguish yourself in concert or opera, you stand a great chance of an air opportunity. The figures of (Continued on page 68)





(Above) You can see Jack Benny has one admirer! The top-notch comedian makes him happy with the famous Benny autograph.

Culver



(Above) Mary Courtland with Robert Armbruster (at piano) and the quartet, l. to r.: Mathieu, Scanlan, Parks and Stanley. (Below) Bob Becker, the noted dog authority.

Lawson

SHOOTING THE WORK WITH OUR CAMERA MAN

(Below) Mr. and Mrs. Gene Kretzinger — Gene of "Gene and Charlie" and his Missus is Donna Damerel—"Marge" of Chicago's "Myrt and Marge."





Hausler

(Above) Left: The Billy Yates family with the Don Bestors.. (Below) Tenor Frank Munn, Hazel Glenn, soprano, and the jolly Round Towners Quartet.



Lawson

(Above) "The Two Doctors"—Pratt and Sherman of St. Louis. (Below) Conductor Victor Kolar in action.



(Below) The teller of sea and fish stories, Capt. Cameron King of "Seven Seas."



(Below) Catching the voice of Niagara Falls for a program.

Hausler



SHE HOLDS HER MAN

LORETTA LEE IS A THOUSAND MILES AWAY FROM
HIM, YET HER SONGS KEEP HIM TRUE

IF you like your love stories hot, your blues singers torrid, and your romance risqué, get the story behind Loretta Lee. She's the pert little St. Louis gal from New Orleans who puts a sizzling griddle under the vocals for George Hall's Orchestra.

That's not all she does, either. There's the way she pours her chorus girl figure into a flaming velvet evening gown, prances out under a purple spotlight, rolls back her eyes, sways seductively to an agitated four-four rhythm, jitters out those guttural blues and ends up by wiping off half a lipstick on the microphone.

Hot? Listen, you've no idea. I've never yet seen the masculine portion of a studio or theatre audience witness it unmoved. I mean unmoved. Only recently a boys' prep school, for which the Hall band was playing a dance, requested that she be omitted from the evening's entertainment. Too you-know-what for youngish lads, they said. The gal really packs a wicked wallop when she sings. And torch carriers like that don't exactly go home to a glass of milk and a good book after the broadcast, either. That's what I thought.

Get the story behind Loretta Lee. I did and I'm still floored. It's the story of the hottest *cool* girl along Radio Row. And it's one of the sweetest, most refreshing, romantic love stories you'll ever read.

I've waited a long time to write it because I wanted to know her long enough to be sure it was true. That the adoring young eligibles of New York's social and theatrical worlds get thank-you notes instead of dates for the orchids they send her. That she hates inhaling and has never gotten as far as the olive in a Martini. That she really spends her evenings reading Marcel Proust and writing the daily fourteen-pager to her man. That she's as swell and sweet and unaffected a girl as you'll find on Manhattan Island. And that she really does love and hold that 2,000-mile-away man of hers!

The flaming gown and the lipstick are just good show business. The eye work and the swaying are just, as George Hall puts it, *rhythm rampant*. And the chorus girl figure, the sizzling sixteenth notes and the love are just Loretta, pure and simple. As is. Natural to the *n*th degree.

Back in New Orleans no amateur theatrical had a drawing card unless Judge Lee's little daughter was on the bill. At the age of three she could pipe a mean refrain to "Two Pretty Dairymaids." At ten she did right well by the chorus of "You Gotta See Your Mama Every Night." And at sixteen even the faculty of the Sophie B. Wright High were asking her to do her version of "Limehouse Blues" so the school dances could break up. The kids wouldn't go home until she'd sung it at least twice with the orchestra.

It was on just such an occasion as the latter, one night, that a handsome young musician walked over to Loretta. Nervously fumbling his trumpet between his hands and blushing to the roots of his hair, he blurted out

a plea for her friendship.

"Could I—take you riding tomorrow night, Miss Lee?" he queried anxiously.

Loretta was overcome. *Riding. Miss Lee. Could I!* No wonder her party bag took that moment to drop from her hand and embarrassingly spill its contents on the dance floor. No wonder she blushed and faltered. The handsome young musician didn't know it, but he'd done something pretty wonderful for the shy little girl in the pink taffeta dress. He'd asked her for her first real date! She'd prayed for it to happen for a long time, too. Going out with your brother all the time gets tiresome after you turn sixteen.

In a far away voice she heard herself answering. "Thank you very much—I'll ask my mother."

That night Loretta stared at herself in the bureau mirror for a good hour. Thinking how she could do her hair a new way, what she could talk about so he'd be entertained, how she would act grown up for him. Heavens—he was a *man*! At least twenty-three. Irving Dussom. French. You don't pronounce the *m*, he said. Better to decide now what to order in case he stops by the drug store; it's more sophisticated to know right away what you want. "Chocolate shake" sounds all right. And all this time he's been living just four blocks from our house. "Father, may I present . . .?"—better practise all that beforehand too. His shoulders did look big and broad when he walked back to the bandstand. He carried them so straight. Wavy black hair. The other girls said he was cute. You call boys cute, not men. Buy some of that jade perfume to wear. "I'll be seeing you"—she smiled and waved to herself in the glass to see how she must have seemed to him when she said it.

And so, thrilled pink, a little girl went to bed.

The next night a very grown up young lady came back to the same room. The way that moon had hung on the edge of the Mississippi! The jasmine and magnolia blossoms in the front yard had smelled sweeter with him beside her in the porch swing. Loretta Lee was in love. She still is.

And if she hadn't been, George Hall would still be auditioning for his idea of an ace feminine vocalist.

The Lees, it seems, didn't want their daughter to think seriously about love at such an early age. Maybe they were right, but Loretta didn't think so. There was only one thing she could do; go away somewhere, make something out of her voice, prove to them that independently she could determine her own decisions.

Two long, aching years she stuck it out at home, finishing her education. Years when she couldn't even see Irving. It was forbidden. Nights when the warm breeze blowing up from the bayou made her want to cry. Or some other boy's shoulder. Never *his*.

Then she came to New York to visit her aunt, happened into a music publishers to learn (*Continued on page 62*)



Loretta Lee is not Spanish as you might guess, but French-American. She's from down South — New Orleans.

Lawson



BY IRIS ANN CARROLL

THEY AREN'T ALLOWED TO LIVE!

THREE TIMES in their long career as an outstanding harmony trio, the Pickens Sisters have come dangerously close to splitting up. Once it was illness, once it was ambition, and once it was love.

Believe you me, no job offers the complications and the headaches that go with being a member of a sister trio. For you must keep this in mind: when you hear the softly blended voices of the Pickens Sisters, just remember that there are *three individual girls* you are listening to—three girls, each of whom have had to give up a certain amount of freedom and individuality to keep the trio intact. Their lives have become so interwoven that not one of the girls *dares* live or think for herself. And when you hear the never-before-told stories behind their near break-ups, you'll understand just what I mean.

First, did you know that there is a fourth Pickens sister who figures very importantly in the career of the trio? Would it surprise you to know that the first time you heard the Pickens Sisters a little over two years ago, it was not the familiar "Jane, Patti and Helen" you were listening to, but

actually "Jane, *Grace* and Helen?"

Strange as it may seem, Patti doesn't figure in the tale of the Pickens Sisters until they were already launched on the air. Her entrance, however, was a dramatic and sensational one.

Jane first blazed the trail from the Pickens' rambling plantation home in Georgia to New York. She had a splendid voice that showed great signs of promise, so she enrolled in the Juilliard School of Music. Later Helen, the oldest, who was studying art, and Grace, a gifted pianist, joined her. And Patti? Why, she was the baby of the family and was too young to enter any of the girls' plans.



Jane Pickens



Jackson

(Above) Patti Pickens, youngest of the trio.
(Below) Left to right: Patti and Jane and Helen.



Seymour

(Below) Arriving in Hollywood to warble in the movies. Left to right: Jane, Patti and Helen.



THE PICKENS SISTERS ARE NOT THREE BUT ONE—WHEN IT COMES TO WHAT THEY MAY OR MAY NOT DO, FOR THEY'VE TIED THEIR YOUNG LIVES TO A SINGLE CAREER

By Helen Hover

So here we have the three original Pickens, Helen, Grace and Jane, settled in a New York apartment, and fooling around with a haunting, new type of harmony that was to startle the radio world.

It started out as a pastime and ended as a career. A theatrical friend they had met in New York heard them and promptly brought them to the Victor Recording Company to make a test record. The Victor people raved about their bizarre arrangements and shipped the record off to a radio executive. Before the girls knew what it was all about, they were in the executive's private office signing their names to a three-year contract.

With the Pickens Sisters and the "mike" it was a case of love at first sight. But what they didn't realize was that from then on they were shackled by an invisible chain to their career—and to each other.

They were given several weekly spots and were catching on like a forest fire on a windy day, when suddenly the dreaded happened! Grace fell sick. So sick that she was absolutely forbidden to get out of bed for months.

The girls were frantic. Can you imagine anything more panicky and puzzling than trying to get someone to take her place? It just couldn't be done. A strange girl couldn't grasp the Pickens' technique, certainly couldn't look like a Pickens, and besides, she would ruin the whole "sister" illusion.

As Helen and Jane racked their brains, it looked very much as though the budding career of the Pickens Sisters was going to be nipped right then and there. The broadcast was two days off.

Suddenly Jane had an idea. She rushed to the telegraph office and sent a TNT wire to Georgia that caused Mrs. Pickens to yank Patti out of school and fly to New York with her.

Then began the metamorphosis of fourteen-year-old Patti from a high school freshman into a radio star—in one day! Do you know what that means? All day long and all night long she was taught the difficult harmony tricks that had taken her sisters so long to master. She stood beside the piano singing until the weird rhythms became a throbbing, monotonous beat in her ears and she almost fainted of exhaustion. (Continued on page 76)

YOUR FAVORITES GRANTED



(Left) Don Ameche, voted by you readers as the best radio actor, has a game of solitaire in his home. (Right) Barry McKinley, the baritone, used to be known as Maurie Neuman of Cincinnati.



(Left) Rose Bampton is the opera star who takes time out for radio. She's on the air Sundays. (Right) Joey Nash sings with Dick Himber's band on both networks and in a swank New York hotel spot.



(Left) Meet Mr. and Mrs. Jack Owens. He's the tenor. She's the former Helen Streiff, singer. There's a new baby in their home. (Right) Bert Parks, announcer, recently turned singer.



(Left) Clyde Lukas, the orkster, poses with his singers, the Siegel sisters. (Right) The man with the Greek dialect — George Givot. He is doing vaudeville this winter. But he'll probably be back on the air soon.





bre, left to right) The masculine
is that of Jack (Scat) Powell,
a singer with Frankie Masters'
Carol Lee warbles with Tom
ley's music-makers. Frank Dailey
Edith Drake to do his ballads.
Peterson appeared on the
George Gershwin Sunday show.

**STOKOWSKI SKIPS
SYMPHONY WHILE
WALTER O'KEEFE
BUSIES HIMSELF WITH
HILL BILLY DITTIES**

MAESTROS ON PARADE

By Nelson Keller

The rush of recording companies to
name artists for platters continues.
Swick has just released the first of
series of twelve by Walter O'Keefe.
the typical Broadway hill billy song,
"The Bearded Lady."

To keep pace with the demand for
numbers, Walter has just written
"The Gambler's Wife" and "The Fella Who Played
Drums," the latter an old song resurrected and re-
is expected to have as much success as "The Man
Flying Trapeze."

Joe Haymes, whose music is broadcast from a Man-
an hotel, is the latest of the bandsmen to enter the
posing field. "The Life of the Party," "One Man
," "Let's have a Party" and "My Favorite Band"
come of his past works and now comes "Stay Out of
," a ballad.

While sweet ballads are the rave, Raymond Scott,
Warnow's talented kid brother and pianist, has been
ing to the novelty field. "Serenade to a Lonely Rail-
Station" and "Yesterday's Ice Cubes" are two of
series he is doing. Raymond caused quite a stir
he introduced his "Piano and Pistol" duet in which
the cartridges were shot off during the music.

Leopold Stokowski left as head of the Philadelphia
symphony under strained circumstances. Out he

walked, leaving only two statements of
cause: (1) The inability of the board
of directors to select a successor for
Arthur Judson as executive director; and
(2) "deep-lying differences" with the
board.

As to the first cause, it is reported Jud-
son left because of the slashing Sto-
kowski temperament, something that executives tried in
vain to smooth out. The "deep-lying differences" might
also be charged to temperament. When Stokowski di-
rected the orchestra while sitting on a wooden horse,
called down audiences during concerts and dropped iron
chains on metal plates for noise effects, some disagree-
ment on the part of directors was to be expected.

His future plans are indefinite. He may be reconciled,
organize a new orchestra or go abroad.

• Sometimes it pays to be on the inside. Frank Black
is a network musical director and has been on many
commercial programs during the past year. Right
now he is advisor to a Sunday evening motor sym-
phony concert and also swings the baton that same
evening on another auto show. He perhaps does
more auditions than any other staff man of the
network. He's boss, too, of that soft drink half-hour.

• George Devron, holding forth in a Chicago hotel with
a network outlet, has been sued for divorce. The decree
may come soon.
(Continued on page 93)

JUST 18 AND HEAD OF THE HOUSE

By DORA ALBERT

Annette Hanshaw, star of Camel Caravan, is the tiny songstress who stepped into her dad's shoes and won her family security.



HERS was a great love, but it is not the kind of love you ordinarily hear about. For it is not romantic love, but the love of a brother and a sister, who have stood united against the world. It is the real reason behind Annette Hanshaw's career.

If it were not for Frankie, her nineteen-year-old brother, Annette would not be on the air today. She would not want to be, for by some strange quirk of nature, she hates the spotlight. She hates to be the center of attention, to perform before an audience.

You know how most of us are as children. How we love to show off, to kick our heels in the air, to recite our silly little pieces and show dear Uncle George how beautifully we can play the piano.

Annette hated every minute of it. When her father begged her to sit down at the piano and sing for his guests, she throbbed with loathing for this thing he asked her to do. People milling around her. Their eyes glued on her. Watching her every minute as she sang.

If her father had dreamed of the feelings that welled in the child's heart, he never would have asked her to sing for company. But never by so much as the bat of an eyelid did Annette show how she cringed from the ordeal. No one dreamed of how she felt about it. Not till years later did she confess to her mother how she detested it. "But Annette," her mother cried out, "why didn't you tell us?"

No, it was not like Annette to tell. In vain she struggled against these feelings she didn't understand, that she still doesn't understand to this day. But she wouldn't yield to them.

Under ordinary circumstances, she would never have dreamed of going after a career which forces her into the center of attention. But ordinary things didn't happen to Annette. The swift course of life

came along and swept her into mid-stream.

If her father had had his way, Annette would never have known the sting of poverty or work. He thought that women were made for luxury and silk and happiness, and not to bear the bitter tang of tears. When his own income dwindled, when the

(Continued on
page 65)



Foto-News

(Above) Vic and Sade and Rush. (Left, from top to bottom): Paul Rhymer, author of "Vic and Sade." Bernardine Flynn portrays Sade. Vic, who is Art Van Harvey. And their boy, Rush, the child actor, Billy Idelson.



MEET VIC AND SADE

"RUSH, HAVEN'T you even a tiny little kodak picture you might send me, if I sent you a quarter or whatever it would cost, with your name written plainly across the face of it? You, and Jackie Cooper, Marie Dressler and Madame Frances Alda are the only ones I would want to honor my cabin in such an intimate personal way."

That's no Boy Scout speaking—although plenty of them are Vic and Sade followers, too. It's from the letter of a brawny sea captain, Capt. W. R. Whilden, master of the Nosa Line "Chief," shuttling between New Orleans and South American ports.

Day after day the Captain leaves his bridge to join once more that cosmopolitan throng who eagerly look in on "the house half way up the next block where Vic and Sade live."

As Capt. Whilden goes below to switch on his radio, a tobacco planter in far off India turns from his toil to catch the Cook family's story for the day by short wave.

Frank King, the famous cartoonist,

who draws Gasoline Alley, puts aside his pencil for a few minutes to follow young Rush Meadows, whom he finds as entertaining as his own Skeezix.

In classic Evanston, Mrs. James A. Patten, widow of the wheat king, interrupts her philanthropic activities to listen in on the happenings of the little family on Virginia Avenue.

Women postpone their shopping tours until after Vic and Sade do their daily stint. Mothers tell their youngsters, "Get busy with that spinach or there'll be no Rush—no Vic and Sade today."

There's even a town in the Black Hills of Dakota where all business halts for fifteen minutes every day because every last inhabitant is a Vic and Sade follower.

Well, you get the idea. Vic and Sade and young Rush have as enthusiastic and loyal a following as any program on the air. And this audience isn't confined to any age, sex, occupational or social level.

"Vic and (Continued on page 78)



Jackson



BROKEN-HEARTED

By George Kent

(Above) Ed Wynn, prissy, aloof, and inimitable. (Above, right) His hat, his hair and his horse make him look like this. P. S. His horse isn't in the picture, but he swears he has one.

THE STORY OF AN UNDEFEATABLE CLOWN—ED WYNN. HIS LIFE HAS BEEN

ONE short, hard, sharp word tells the story of Ed Wynn. The word is *Nerve*. N-e-r-v-e. Examine his history, you'll agree with me.

At twelve he jumped into the water and saved a 160 pound adult from drowning. It took nerve. At fourteen he clung for forty minutes to a barnacle-covered piling at the end of an Atlantic City pier, both legs paralyzed with cramps. They pulled him out covered with blood. Was that courage?

It took nerve and plenty of it to fight and single-handed defeat the entire theatrical world—which he did back in 1919, the period that followed the great actors' strike.

It took nerve to drop a quarter of a million dollars in an attempt to establish a new broadcasting network. It took more to turn his back on the enterprise and start in his middle forties to build up a new fortune.

Right now it is taking all his remarkable store of courage to fight off an invasion of his private life by the whisperers and keyhole snipers. For the first time in his career, the wet snails who spread slime on Broadway have crossed his threshold and are dragging these stories about his wife wherever an unclean ear will listen.

File that word—*n-e-r-v-e*—in your memory, for it explains Ed Wynn. His life has been a constant jousting against impossible odds. He has invariably triumphed. So-o-o-o, the next time you hear him giggle to Graham,

giggle back. His right to giggle has been well earned, earned and paid for. Paid for with the most inspiring battle any human being in these times has had to fight against hard luck and conspiracy.

Other courageous spirits have gone out looking for trouble, but trouble has always come seeking Ed Wynn. This fat, soft, fifty-year-old man is a stay-at-home, a night club hater, the type that crosses the street to avoid a fight. Yet his life has been full of brawling excitement, all of which came hammering at his door.

Take the actors' strike. He knew nothing of the strike, far less the date. He arrived at his theatre the night fixed for the walk-out, big-eyed and innocent of any trouble.

Lee Shubert, to whom Wynn was under contract, was on the sidewalk. He said to Ed: "You're not going to be a damn fool like the rest of them, Ed, I hope?"

"I don't know what it's all about," said the comedian. "But I won't desert the actors. I'm going over to the Lambs Club and find out what's happening."

As he walked through the door of this theatrical club, he was greeted by a roar. Everybody shouted at once and the words they shouted were: "Ed Wynn has walked out. Ed Wynn has walked out."

Well, they picked him up on their shoulders and carried him around the lobby. Then out to the street—to Broadway—to Times Square. They stood him on a



YET HE LAUGHS

(Above, left) The original country bumpkin has nothing on Ed in this expression. (Above) Real pleasure! And no wonder, for the Fire Chief is posing especially for you readers.

ONE LONG STRUGGLE AGAINST IMPOSSIBLE ODDS AND TRAGEDY!

arrel and he made a speech. A speech without gags that eared and shriveled the Broadway producers.

The result? He was pitchforked into the strike leadership. He joined the Actors' Equity Association and put his soul into the new job. He lambasted the managers on every occasion, not because he disliked them, but because that is what a strike leader is supposed to do. When the strike was settled everybody went back to work to earn more money under pleasanter conditions—everybody except the man who made it possible, Ed Wynn.

His ordeal had begun. Up to that time life had been whipped cream to him, for he was a gifted comedian, a pure laugh snatcher, in demand everywhere. Shubert cancelled his contract. George M. Cohan, an old friend, slammed the door in his face. But Flo Ziegfeld made him suffer.

When Ed called there, Ziegfeld bade him wait. The great Wynn, welcome everywhere, always first to be seen, sat down among hoofers and chorus girls and waited. Six hours he sat and then the office closed and he went home. He came back the next day and again was told to wait. He waited, with the same result. Ditto a third day a fourth. His spirit began to ooze. Six, seven, eight, nine days. His confidence was going. He came home and cried. Hilda Keenan, daughter of Frank Keenan, the great actor, and wife to Wynn, told him not to go back, it wasn't worth such humiliation.

But he went back; this was the eleventh day. He told her that this would be his last attempt. If Ziegfeld still refused to see him, he would look for a job as a salesman.

As he entered the building a theatrical producer named Whitney came out. But for that incident there would be no Fire Chief today. Whitney told him that the managers had sworn a solemn oath not to employ Wynn and to boycott all who aided him in any way. All but Whitney, who sympathized and offered to back Ed in a musical show.

It was a straw to the drowning clown. He grabbed it. No one would write music for him. Through all the length of Tin Pan Alley, he could find no lyric writer, no composer to work for him. No one but Irving Berlin. But Ed would not accept his offer, knowing that in employing his friend, he was killing his career in music.

The managers' boycott of Ed Wynn was complete. He was alone on Broadway. He couldn't even get a theatre. But list and hark ye, how he carried on. To get a theatre he went to Joseph Tumulty, secretary of President Wilson, and obtained a presidential order compelling the theatre folk to rent him a playhouse.

Then he went home and wrote a musical play called "Ed Wynn's Carnival"—wrote it all, music, lyrics, plot, patter and gags. Then he produced it, directed it, and played the leading role! It ran for 117 weeks in New York and the smaller places. (Continued on page 72)

IT PAYS TO TAKE CHANCES



RADIO'S RED DAVIS ISN'T AFRAID TO TEMPT FATE

By Ruth Arell



(Above) Burgess Meredith — you know him as the entertaining Red Davis of the air-waves. (Left) At fifteen he was already amusing audiences and never was a Peter Pan so audacious as this youngster.

FIVE big crises stand out in the life of Burgess Meredith.

Five times he has made decisions which have altered the course of his life.

And from each one he has learned It pays to take chances.

Burgess Meredith is the young actor who plays the name part in the Red Davis sketches three times a week. He was a typical American boy like "Red" whom he impersonates on the air. Yet his real life-story contains elements of melodrama far more thrilling than you'll ever find in fiction. For example, he ran away to sea to find out he wanted to be an actor. And he went to sea in the first place to escape a gang. But let's start this story at its beginning, the first time he found it paid to take chances.

Crisis No. 1 in the life of young Meredith, or "Buzz" as he is known, came at the age of thirteen.

Like thousands of others who have achieved success in the theatre or on the radio, he sang in the choir as a boy in his home town, Cleveland. Then one day, the Paulist Choristers of New York announced a national singing contest in which a singing scholarship was to be awarded to one boy from each section of the country.

Buzz wanted to enter the contest. But doubts assailed him. What chances would he have? After all, he had had no training except the bit at rehearsals. If by some

miracle he won, what then? Would his family let him, a mere boy, leave home to live in the East?

Thus we find him, still a youngster, confronted with his first big problem. The more he thought about it, the more confused he became. But somewhere he had read that victory puts a different complexion on a situation.

If he won . . .

Buzz entered the contest. Came the day of audition. He was so nervous when he arrived at the concert hall, he felt as if he were tied in knots. When he saw that the son of the church organist was a contestant, he wanted to run away.

"Only," he laughingly recalled, "my feet refused to budge. So I stayed."

He stayed and was the last to sing. His first notes were wavering ones. "But," he continued, "I suddenly spied Freddy Whipple, a kid I had licked the day before, in the audience. Instantly I knew that if I failed, I'd never live down his razzing. Believe me, I put my heart into my solo."

When it was over, the judges retired. Buzz squirmed in his chair. Freddy Whipple prepared a choice razz-berry.

Finally the judges came out and beckoned to the organist's son and to Buzz. They were asked to repeat their solos. Buzz sang last. But when he finished, the applause was deafening. With one (Continued on page 74)

RADIO STARS

8:15 a.m. The toothbrush is in motion even if this handsome sleepy-head isn't. 8:30 a.m. With coffee and the paper the morning brightens.

"You gotta get up"—
Scotty is Conrad's alarm
at 8 a.m.

A MORNING WITH CONRAD THIBAUT

8:45 a.m. Pleased?
No wonder. He's listen-
ing to his own voice—
via records. 9 a.m. Re-
hearsing in the drawing-
room of his apartment.



9:55 a.m. Scotty gets
a reward for having
knaved for almost
a whole hour! 10
a.m. To the studios
for dress rehearsal.



Photos by Wile World

HAVE YOU EVER BEEN HURT BY A SLIGHT? AND WONDERED WHY?

REMEMBER the day you were given the run-around by local sophomores putting on the high-hat?

Remember the evening you expected to be taken to a breezy party and instead had to do your wall-flowering at home—ignored?

Remember the time your name was left off the guest list for the town's swankier dances and clubs?

What's the reason for it?

New York's gayer radio crowd has found out the whys and wherefores. And they're trying a remedy—a soul stirring remedy they've turned into an exciting tête-à-tête which they've christened the "P. P. T." (Personality Plus Test, to you). They ask themselves a flock of questions and by the answers judge just where they stand in the opinions of others.

For instance, how would you answer this, most personal of personal questions: Is your attitude toward the opposite sex free from vulgarity? Or: Do you keep your nose entirely out of other people's business? Would you say "yes" or "no" to this: Do you keep your clothing neat and tidy?

Well, those are just a few of the forty-five P. P. T. questions radio artists are asking themselves. There's nothing funny and fake about the game. These Microphone Club members are taking the questionnaire seriously for it has been proven by Dr. Donald A. Laird, head of the department of psychology at Colgate University, that the answers to these questions will show you whether you are liked generally or not and why.

It's all very, very simple. You just answer the

questions with a "yes" or a "no" and then count up your score. The highest possible score is seventy-nine. But don't expect to be perfect. Very few people are perfect these depression days. In fact, only ten per cent of all the people in the world are able to reach the top score.

At some of the Personality Plus Test parties in New York, radio artists are finding themselves above the average. Take Annette Hanshaw for example. Not many sunsets ago she introduced the game in her Park Avenue apartment. When the verdicts were read, Annette had an average of sixty-five out of possible seventy-nine. In other words, she could "yes" a few questions but a very few. Annette just had to admit that she sometimes found fault, that she didn't always control her temper, that she doesn't always keep her personal troubles to herself and that she sometimes does borrow things.

Conrad Thibault found his score to be seventy-one points. Maybe that's one reason this handsome, young Romeo who was unknown two years ago is now drawing a salary above the thousand dollar per week mark.

And maybe that's one reason the young girls of the microphone sorority are all a-flutter when he comes into the scene. You see, there is something besides a voice that counts in radio. Personality can make or break a radio artist. The radio fan, too.

Just where do you rank? This test may give you the answer to many of the perplexing personal problems that have been bothering you for so long.

DO YOU
WANT TO BE

Loved?



Rudy Vallee . . . twice he wooed and twice he wed.



Frank Parker . . . his score is aces up. His song is of love.



Mary Courtland . . . she has won Thibault's friendship.

HERE ARE THE ANSWERS

HOW TO MEASURE YOURSELF

Give yourself a score of 3 for each of these questions you can answer "Yes":

- | | |
|--|---|
| 1. Can you always be depended upon to do what you say you will do? | 5. Do you feel inferior to most of your associates? |
| 2. Do you go out of your way cheerfully to help others? | 7. Do you refrain from bossing people not employed by you? |
| 3. Do you avoid exaggeration in all your statements? | 8. Do you keep from reprimanding people who do things that displease you? |
| 4. Do you avoid being sarcastic? | 9. Do you avoid making fun of others behind their backs? |
| 5. Do you refrain from showing off how much you know? | 10. Do you keep from domineering others? |

Give yourself a score of 2 for each of these questions you can answer "Yes":

- | | |
|---|--|
| 11. Do you keep your clothes neat and tidy? | 18. Are you careful not to tell jokes that will embarrass those listening? |
| 12. Do you avoid being bold and nervy? | 19. Do you let others have their own way? |
| 13. Do you avoid laughing at the mistakes of others? | 20. Do you always control your temper? |
| 14. Is your attitude toward the opposite sex free from vulgarity? | 21. Do you keep out of arguments? |
| 15. Do you avoid finding fault with everyday things? | 22. Do you smile pleasantly? |
| 16. Do you let the mistakes of others pass without correcting them? | 23. Do you avoid talking almost continuously? |
| 17. Do you loan things to others readily? | 24. Do you keep your nose entirely out of other people's business? |

Give yourself a score of 1 for each of these questions you can answer "Yes":

- | | |
|---|--|
| 25. Do you have patience with modern ideas? | 36. Are you enthusiastic rather than lethargic? |
| 26. Do you avoid flattering others? | 37. Do you pronounce words correctly? |
| 27. Do you avoid gossiping? | 38. Do you look upon others without suspicion? |
| 28. Do you refrain from asking people to repeat what they have just said? | 39. Do you avoid being lazy? |
| 29. Do you avoid asking questions in keeping up a conversation? | 40. Do you avoid borrowing things? |
| 30. Do you avoid asking favors of others? | 41. Do you refrain from telling people their moral duty? |
| 31. Do you avoid trying to reform others? | 42. Do you avoid trying to convert people to your beliefs? |
| 32. Do you keep your personal troubles to yourself? | 43. Do you avoid talking rapidly? |
| 33. Are you natural rather than dignified? | 44. Do you avoid laughing loudly? |
| 34. Are you usually cheerful? | 45. Do you avoid making fun of people to their faces? |
| 35. Are you conservative in politics? | |



Bing Crosby . . . fame, money, a wife and three children.



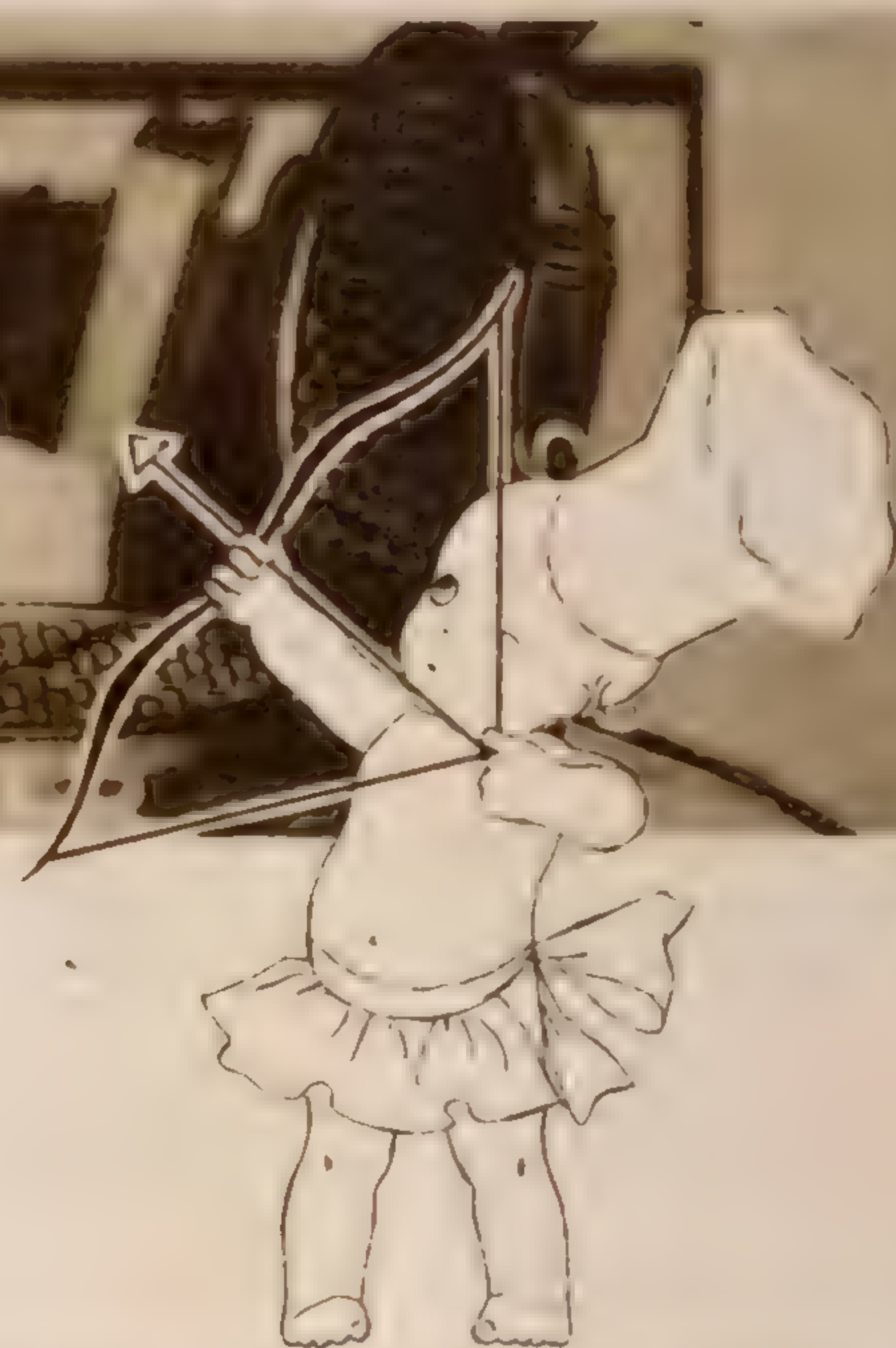
Harriet Hilliard . . . is she winning with her romancing.



RADIO STAR COOKING SCHOOL



(Above) Lanny Ross tips you off to the way to a man's heart.



Wide World

By Nancy Wood

FIND OUT HOW TO COOK THE KIND OF DISHES THAT LANNY ENJOYS

GREETINGS friends and Radio Fans.
The telephone on my desk rang the other day and when I answered a pleasant voice informed me:

"This is Lanny Ross." (Be still my heart.)

"Will you join me tomorrow for an early lunch and at the luncheon table we can have that interview I promised you?" he asked.

Would I have lunch with Lanny? Girls and ladies, I'm asking you, would I! Don't shout—I know your answer. You would—and I did!

"That was a very delightful meal," I found myself saying to Lanny around one o'clock the next day after a leisurely breakfast-lunch (quite a favorite combination with radio stars, I find). The meal had consisted of fruit juices, waffles, sausages and coffee. That is, I *think* that's what we ate, although most of the time I was having such fun listening to Lanny talk about Radio in general and his Show Boat and Log Cabin broadcasts in particular that I was derelict to my duty and paid little or no attention to the subject of food. But now I was returning to my duties.

Mr. Ross, doubtless recognizing that "now I am a Cooking School director" gleam in my eye, settled back, lighted a cigarette and, like a lamb being led to the slaughter, meekly prepared to do as he was told. However, I soon discovered that it was but an outward show of meekness and that under it all was a boyish spirit of mischief coupled with a desire to spoof the subject of food and to make light of his own importance as an outstanding radio star. And, alas, he even showed signs of wishing to kid the guide of your RADIO STARS' Cooking School, no less than is nothing if not serious over anything pertaining to her department.

"Well, now that we have had such a pleasant repast let's talk about food," I began sententiously.

"So you liked your lunch," Lanny commented. "I suppose those were marvelous waffles?"

"They certainly were," I agreed politely.

"They certainly were not," he contradicted, a disarming smile taking the sting out (Continued on page 9)

RADIO STARS' Cooking School
RADIO STARS' Magazine,
149 Madison Avenue, New York, N. Y.

Please send me the free recipes for LANNY ROSS' favorite *maple* flavored dishes.

Name.....
(Print in pencil)

Address.....City.....State.....

P.S. I would also like to have the JANE FROMAN recipes (.....place check here)

TIRED FROM SHOPPING?...

get a Lift with a Camel!

• Every woman knows what one shopper meant when she said recently: "I don't know any task as exhausting as shopping. I often slip away for a Camel when I'm getting tired. A Camel restores my energy. And I enjoy Camel's mild flavor so much that I smoke a lot. I can smoke as many Camels as I like, though, without bothering my nerves."

BUSINESS MAN. Irving J. Pritchard says: "Camels give me a 'lift' in energy that eases the strain of the business day, and drives away fatigue. Since turning to Camels, I smoke all I want, without upset nerves."

SQUASH CHAMPION. John L. Summers, National Pro Champion, says: "After a tournament, I smoke a Camel. In no time at all my energy is brimming again. And Camels, I find, never jangle my nerves."

AVIATOR. Colonel Roscoe Turner: "A speed flyer uses up energy just as his motor uses 'gas'—and smoking a Camel gives one a 'refill' on energy. After smoking a Camel, I get a feeling of well-being and vim."

Annette Hanshaw

For Your Enjoyment!
THE CAMEL CARAVAN
featuring
ANNETTE HANSHAW
WALTER O'KEEFE
GLEN GRAY'S
CASA LOMA ORCHESTRA

TUESDAY

10:00 P.M. E.S.T.
9:00 P.M. C.S.T.
8:00 P.M. M.S.T.
7:00 P.M. P.S.T.

THURSDAY

9:00 P.M. E.S.T.
8:00 P.M. C.S.T.
9:30 P.M. M.S.T.
8:30 P.M. P.S.T.

Over Coast-to-Coast WABC-Columbia Network

All Tobacco Men Know:

"Camels are made from finer, More Expensive Tobaccos—Turkish and Domestic—than any other popular brand."



Camel's Costlier Tobaccos never get on your Nerves!



FAME is an old story to Grace Moore. Opera and stage acclaimed her. Then she brought the world to her feet in the movie, "One Night of Love." Immediately thereafter she went on a widely successful concert tour. Now each Tuesday evening you can hear her over the radio from Hollywood where she is making a new picture.

Dreaded Age Signs first Appear *Under Your Skin*

Lines and Wrinkles begin Below Surface as early as 20—Dermatologists say



Lines, Wrinkles, are caused by wasting of the under skin—loss of tone—impaired nutrition—lack of invigorating oils.

Coarseness is made worse by clogged pores, neglect, improper cleansing.

Blackheads come from pores clogged by thick secretions from overactive skin glands.

Dryness is often attributable to poorly functioning under skin, inadequate oil supply.

Little Defects. Many factors lead to these—among them loss of tone, inactive circulation, improper cleansing.

Sagging Tissues, due to loss of nerve tone, impaired circulation, fatty degeneration of the muscles. All occur in *under skin*.

Coarseness Blackheads Skin Faults

*all develop when Under-skin
fails to function*

Fight them all with this Single Cream!

DO YOU KNOW what is the time of a woman's greatest beauty? *The glorious teens!*

Here's what a great skin authority says: "From 16 to 20, a woman's skin literally blooms. It is satiny, clear, glowing. Not a line, not a pore. From 20 on, the fight to keep a youthful appearance begins." A fight it is!

If you want to know the secret beginnings of blackheads, coarse pores, lines, wrinkles, you would have to see into your under skin.

There's where the firm young tissue first begins to age. Where circulation slows. Where tiny oil glands begin to lose tone. When these things happen, your under skin actually starves! As a result, the outer skin becomes a prey to all sorts of disfiguring skin faults.

To avoid these faults, you must give immediate help to your *under skin*.

This is what Pond's Cold Cream does. In this famous cream are the purest of specially processed oils that sink deep into the skin. This rich, penetrating cream sustains the failing nutrition underneath—aids the natural functioning of the oil glands.

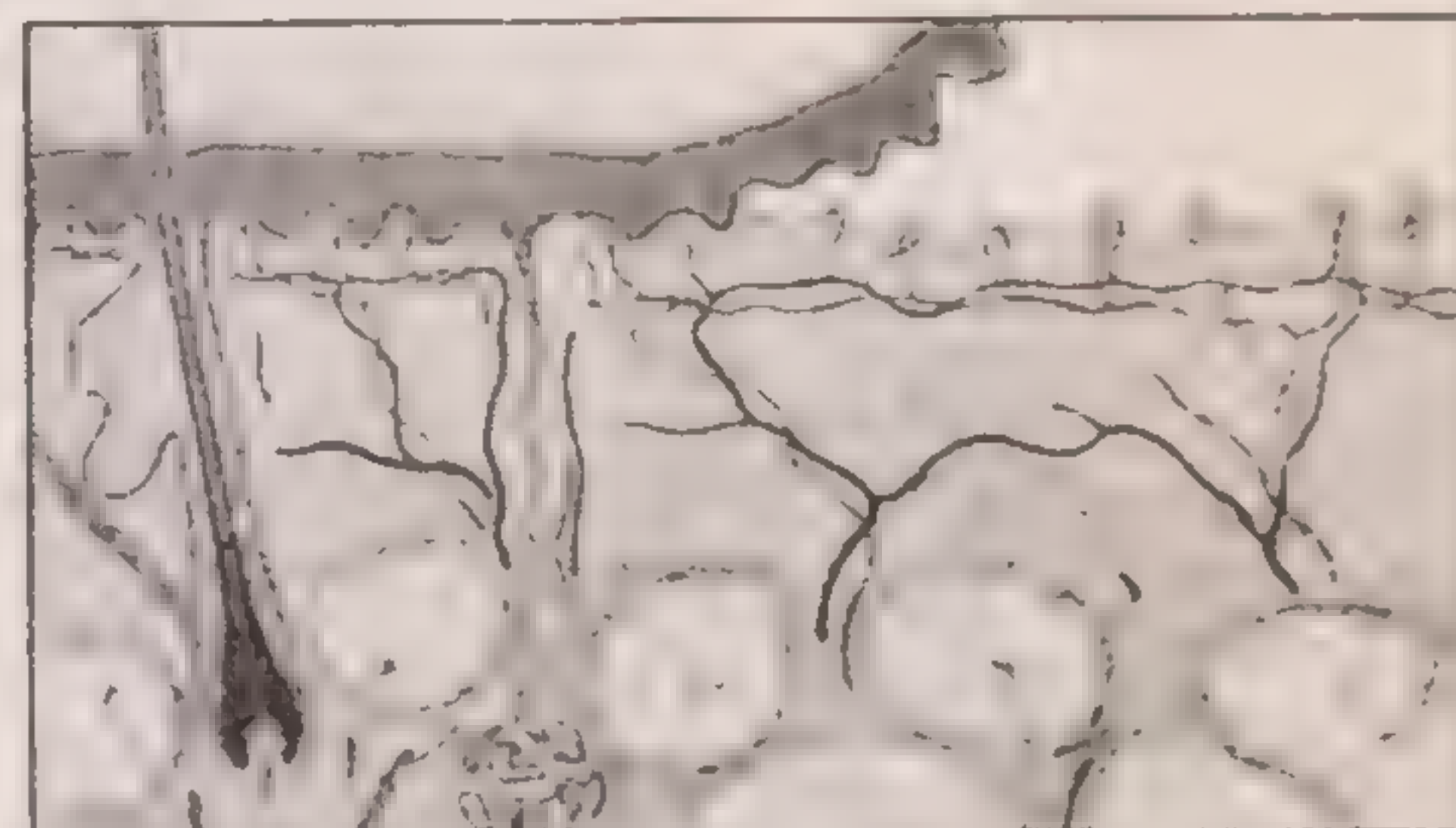
Use this youth-sustaining cream. See how quickly its use brings back freshness, color, a satiny texture. Even makes lines fade. Prevents development of blackheads, little defects.

Pond's Cold Cream is a wonderful cleanser. Use it *at night* before retiring.



MRS. ADOLPH B. SPRECKELS, JR., of the prominent California family. "Has a perfect skin—no blackheads—no enlarged pores"—Dermatologist's Report. Mrs. Spreckels says: "Pond's Cold Cream cleanses my skin as no other cream ever did."

It sinks deep and flushes away all skin impurities, grime, rubbed-in rouge, powder. Your skin feels wonderfully freshened, renewed. A *second application* patted in vigorously stimulates the circulation. You actually look years younger!



IF YOU COULD LOOK UNDER YOUR SKIN!

Underneath your outer skin or *epidermis* is the true skin or *corium*. Here are myriads of tiny blood vessels, cells, nerves, elastic fibers, fat and muscle tissues, oil and sweat glands, hair follicles! On these depends the beauty of your outer skin. When they grow sluggish, the under skin loses vigor. Then, look out for blackheads, coarseness, blemishes, lines—eventually wrinkles!

In the morning and in the daytime before you make up, repeat this. Your powder goes on so smoothly—stays that way for hours.

Send the coupon today for the generous tube and other Pond's beauty aids. Then see if you do not win back that youthful charm every woman should have!

Send for generous supply _____

See what this famous cream will do for you!

POND'S, Dept. C128, Clinton, Conn. I enclose 10¢ (to cover postage and packing) for special tube of Pond's Cold Cream with generous samples of 2 other Pond's Creams and 4 shades of Pond's Face Powder.

Name _____

Street _____

City _____ State _____

Copyright, 1935, Pond's Extract Company

KOOL

MILDLY MENTHOLATED
CIGARETTES

CORK-TIPPED



SMOOTH SLEDDIN'

for your throat

If you've never tried a **KOOL**, try one when your throat feels all smoked out. Ready? Light up! Didn't know any smoke could be so refreshing and so good — did you? The mild menthol cools the smoke, soothes your throat, and brings out the choice tobacco flavor. Free coupon with each pack is good for handsome merchandise. (Offer good in U. S. A. only.) Send for **FREE** illustrated premium booklet...and switch to the cigarette that keeps your throat **KOOL**.

SAVE COUPONS for HANDSOME MERCHANDISE



Brown & Williamson Tobacco Corp., Louisville, Ky.

PROGRAMS DAY BY DAY



R. C. Patterson, Jr., executive vice-president of NBC, congratulates James Wallington (left) over winning the Best Announcer's Award for 1934. The trophy, shown here, was given by **RADIO STARS** Magazine.

SUNDAYS

(February 3rd, 10th, 17th and 24th)

- 9:00 A.M. EST (1/4)**—The Balladeers. Male chorus and instrumental trio. WEA and an NBC red network. Station list unavailable.
- 9:00 EST (1)**—Sunday Morning at Aunt Susan's. Children's program. WABC, WNAC, WGR, WHK, WBNS, WMBR, WIBX, WCAU, WFBL, WCAO, WDAE, WICC, WHP, WHEC, WWVA, WDNC, WADC, WJAS, WQAM, WSPD, WPG, WLBW, WFEA, WTOC, WSJS, WOKO, CKLW, WEAN, WDBO, WJSV, WLBZ, WBIG, WDBJ, WMAS, WORC.
- 8:00 CST**—WFBM, KBMC, WDOD, KRLD, KTRH, KLRA, WISN, WIBW, WCCO, WSFA, WLAC, KTSA, KSCJ, WACO, WMT, KFJ, WNAX, KGKO, WDSU, KWKH, WREC, WNOX. **7:00 MST**—KSL. (Network especially subject to change.)
- 9:00 EST (1)**—Coast to Coast on a Bus. Milton J. Cross, master of ceremonies. WJZ and an NBC blue network. Station list unavailable.
- 9:30 EST (1/4)**—Peerless Trio. WEA and an NBC red network. Station list unavailable.
- 10:00 EST (1/2)**—Southernaires Quartet. Poignant melodies of the South. WJZ and an NBC blue network. Station list unavailable.
- 10:00 EST (1/2)**—Church of the Air. WABC, WADC, WOKO, WCAO, WNAC, WAAB, CKLW, WDRC, WJAS, WEAN, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WPG, WLBZ, WICC, WBT, WLBW, WBIG, WHP, WFEA, WDBJ, WTOC, WMAS, WORC, WHK, WBNS, WMBR, WIBX. **9:00 CST**—WBBM, KTRH, KLRA, WDOD, WISN, WCCO, WALA, KFAB, WSFA, WLAC, WMBD, KTSA, KSCJ, WIBW, WACO, KFJ, KGKO, WNOX, WDSU, WREC. **8:00 MST**—KLZ, KSL.
- 10:00 EST (1/2)**—Radio pulpit—Dr. S. Parkes Cadman. Mixed quartet. WEA and an NBC red network. Station list unavailable.

- 10:45 EST (1/4)**—Between the Bookends. Readings. (From Kansas City.) WABC, WADC, WOKO, WCAO, WNAC, CKLW, WDRC, WCAU, WJAS, WORC, WMBR, WEAN, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WPG, WLBZ, WBT, WLBW, WBIG, WHP, WIBX, WFEA, CKAC, WDBJ, WTOC, WMAS, CFRB, WSJS, WDNC, WBNS, WCOA.
- 9:45 CST**—WMT, WACO, WIBW, KSCJ, KTSA, KFJ, WBBM, WLAC, WALA, WNOX, WDOD, KTRH, WCCO, KGKO, KRLD, KLRA, WISN, WDSU, WMBD, KWKH, WREC. **8:45 MST**—KSL.
- 11:00 EST (5 min.)**—News Service. WEA, WJZ and NBC red and blue networks. Station list unavailable.
- 11:30 EST (1)**—Major Bowes' Capitol Family. Tom McLaughlin, baritone; Nicholas Cosentino, tenor; Helen Alexander, soprano; The Sizzlers Trio; symphony orchestra. Waldo Mayo, conductor. WEA and an NBC red network. Station list unavailable.
- 11:30 EST (1/2)**—Salt Lake City Tabernacle Choir and Organ. (From Utah.) WOKO, CKLW, WJAS, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WPG, WLBZ, WICC, WLBW, WBIG, WHP, WEAN, WCOA, WMAS, WORC, WBNS, WMBR, WNAC, WEAN, WFEA. **10:30 CST**—WBBM, KBMC, WALA, KGKO, WNOX, WBR, WDOD, WMT, WDSU, KFAB, KRLD, KTRH, WACO, WNAX, WNAX, WISN, WCCO, WSFA, WLAC, KFJ, KWKH, WMBD, KTSA, KSCJ, WIBW. **9:30 MST**—KLZ, KOH.
- 12:00 Noon EST (1/2)**—Salt Lake City Tabernacle Choir and Organ. WABC, WADC, WJSV, WDAE, WLBW, WEAN, WBMS, WMBR, WCAO, WIBX, CKLW, WNAC, WHK, WDRC, WQAM, WLBZ, WHP, WMAS, WJAS, WFBL, WSPD, WDBO, WICC, WFEA, WORC. **11:00 CST**—WBBM, WFBM, WDOD, KRLD, KTRH, KLRA, KSCJ, WCAO, WNAX, WISN, WCCO, WSFA, WLAC, WDSU, KWKH, WREC, WMBD, KTSA, WIBW, WMT, KFJ, KMOX, WNOX.

(Continued on page 82)

The new XR Yeast...

"is a really great discovery for Constipation!"

**—CONFIRMED BY GREAT
DOCTORS EVERYWHERE**

*Physicians acclaim this stronger
new yeast that corrects Indigestion,
Skin Ills, Loss of Energy more
quickly than any yeast before!*

A FAMOUS American scientist, connected with a great university, has discovered a wonderful new *kind* of yeast.

It is much stronger than any previous yeast... an entirely new "strain" of yeast... that acts far more vigorously!

Such eminent physicians as Dr. Georges Rosenthal (in group at right), past president of an important medical society, say, "It gives the quickest results ever seen from yeast in constipation."

As XR Yeast speeds up your juices and muscles, your food digests better, is kept softer, does you more good, and is more easily eliminated.

Your appetite perks up. You can eat more of the things you really like. You lose that *distress* after meals.

Soon you should be able to stop taking cathartics that so often weaken you and make your trouble actually *worse*.

Soon your blood is purified, your skin is cleared of blemishes, looks *healthy*.

Combats Colds, Too!

In addition, the new XR Yeast supplies Vitamin A which combats colds. It is also rich in Vitamins B, D and G... giving you *four* vitamins you need for health.

Start eating the new Fleischmann's XR Yeast *right now!* You can get it at grocers, restaurants and soda fountains.

Eat three cakes every day—plain, or in $\frac{1}{2}$ glass of water—preferably a half-hour before meals. Begin to eat it *today*... and keep it up for at least 30 days!

*3 millions eating
Fleischmann's
new XR Yeast*



NRA
CODE



"THE NEW YEAST acts far faster," states Dr. Henri Stévenin, glandular expert (at left). "It relieved 19 out of 21 cases of severe constipation," reports Dr. Fernand Trémolières, stomach special-

ist. "My tests showed remarkable results," reports Dr. Joseph Mouchotte, world-famous gynecologist. "Of great medical importance," says Dr. Georges Rosenthal, noted specialist.

GARY COOPER

PICKS THE

Honest Lips

IN INTERESTING TEST



HERE'S WHAT GARY COOPER SAW



PopularScreen
Star tells why
he prefers the
Tangee Lips



● "Honest lips!"

That's Gary Cooper's forthright, masculine way of putting it. And lips that are painted

• Gary Cooper, making the lipstick test between two scenes of his new picture, "The Wedding Night," a Samuel Goldwyn Production for United Artists.

don't look honest to men. Tangee doesn't paint your lips. It can't, because it isn't paint. Instead, it makes them soft, rosy, appealing. Based on the magic Tangee color-change principle, it merely intensifies the natural color of your lips.

In the stick Tangee looks orange. But as you use it, it changes to the one shade of rose that is your own best color. Try Tangee. You can buy it for \$1.10 or 39 cents for the smaller size. You'll probably want the 4-piece Miracle Make-Up Set, too. To get it, send 10 cents with the coupon below.

World's Most Famous Lipstick

TANGEE

ENDS THAT PAINTED LOOK

New

FACE POWDER

now contains the magic Tangee color principle



★ 4-PIECE MIRACLE MAKE-UP SET

THE GEORGE W. LUFT COMPANY MM35
417 Fifth Avenue, New York City

Rush Miracle Make-Up Set of miniature Tangee Lipstick, Rouge Compact, Creme Rouge, Face Powder. I enclose 10¢ (stamps or coin). 15¢ in Canada.

Check Shade ☐ Flesh ☐ Rachel ☐ Light Rachel

Name _____

Address _____

City _____ State _____



Here's a scene in District Court, Milwaukee, during a broadcast. Judge Page is presiding.

TUNE IN. YOUR HUSBAND MAY BE IN JAIL..!

By Robert E. Hart

"GOODBYE, dear," said a prominent Milwaukee business man to his wife. "I'll be back just as soon as possible. Probably within the next day or two."

With these parting words, the business man hopped into his car and sped toward Chicago, where he had "an important business engagement."

The next day his wife happened to tune in the Milwaukee court broadcast. She heard the court clerk call the next case.

"City of Milwaukee versus _____."

It was her husband who was being tried! To her waiting ears came the motorcycle cop's story

of how he had arrested her husband for speeding on the Blue Mound Road, a highway leading into Milwaukee. And the cop's opinion that the defendant and "the woman with him" were slightly intoxicated. "But that isn't all," added the officer. "The defendant was driving with only one arm."

For driving while drunk the man who was supposedly in Chicago got "the works" from the court. But it was nothing compared to what he got when he appeared at his home several days later.

Now his wife accompanies him on (Continued on page 85)

"I DIDN'T KNOW I COULD BE
SO HAPPY"

Romance
comes to the girl
who guards against
**COSMETIC
SKIN**

**You can use cosmetics all you wish
yet guard against this danger . . .**

[T'S SO THRILLING to win
romance—so important to
keep it! And yet some women
let Cosmetic Skin steal away
their greatest treasure—soft,
smooth skin!

**Cosmetics Harmless if
removed this way**

It is when cosmetics are al-
lowed to *choke the pores*
that they cause Cosmetic Skin.
Enlarged pores—tiny blemishes
—a dull, lifeless look—these are
warning signals that you are not
removing cosmetics prop-
erly.

Lux Toilet Soap is made to
remove cosmetics *thoroughly*.
Its ACTIVE lather sinks *deep*
into the pores, carries away

every vestige of dust, dirt, stale
cosmetics. Before you put on
fresh make-up during the
day—ALWAYS before
you go to bed at night—
protect *your* skin with
the gentle soap 9 out of 10
screen stars use!

LIKE MOST GIRLS,
I USE ROUGE AND
POWDER — BUT
NEVER DO I RISK
COSMETIC SKIN! I
USE **LUX TOILET
SOAP** REGULARLY.
IT DOES LEAVE YOUR
SKIN LIKE VELVET!



LORETTA YOUNG

STAR OF 20TH CENTURY'S "CLIVE OF INDIA"

It's Tough on Husbands, But—

(Continued from page 27)

TEST...the PERFOLASTIC GIRDLE
...at our expense!

"I have
REDUCED
MY HIPS
9 INCHES"

.. writes Miss Healy.



"I read an 'ad' of the
Perfolastic Company
... and sent for FREE
folder."



"They allowed me to
wear their Perforated
Girdle for 10 days on
trial."



"The massage-like
action did it...the fat
seemed to have melted
away."



"In a very short time
I had reduced my hips
9 INCHES and my
weight 20 pounds."

REDUCE YOUR WAIST
3 INCHES AND HIPS
IN 10 DAYS
...it costs you nothing!

WE WANT you to try the Perfolastic
Girdle and Uplift Brassiere. Test
them for yourself for 10 days absolutely
FREE. Then, if without diet, drugs or
exercise, you have not reduced at least
3 inches around waist and hips, they will
cost you nothing!

Reduce Quickly, Easily, and Safely!

The massage-like action of these famous Per-
folastic Reducing Garments takes the place of
months of tiring exercises and dieting. Worn next
to the body with perfect safety, the Perfolastic
gently massages away the surplus fat with every
movement, stimulating the body once more into
energetic health.

Don't Wait Any Longer...Act Today

You can prove to yourself quickly and definitely
whether or not this very efficient girdle and bras-
siere will reduce your waist, hips and diaphragm.
You do not need to risk one penny... try them for
10 days... at our expense!

SEND FOR TEN DAY FREE TRIAL OFFER!

PERFOLASTIC, Inc.

Dept. 533 41 EAST 42nd ST., New York, N.Y.

Please send me FREE BOOKLET describing and illustrat-
ing the new Perfolastic Girdle and Brassiere, also sample of
perforated rubber and particulars of your 10-DAY FREE
TRIAL OFFER.

Name _____

Address _____

Use Coupon or Send Name and Address on Penny Post Card

Pontiac program on the network. He
earned in the neighborhood of \$25,000 that
year. He has just signed a contract to
star alone as a one-man show on the new
Rexall program five times a week, start-
ing January first on the CBS chain. Sev-
eral other radio offers have come his way,
one of which he may accept. He will
probably earn over \$50,000 this year.
Would you call that being a failure?"

One of the most insidious rumors that
floated around town was that Don got
jobs only because of Jane's influence.
There was "The Follies of 1934," for in-
stance, in which they both appeared. It
was said that Jane wouldn't go into the
show unless Don was also taken.

Now let me tell you what really hap-
pened. Don Ross first got the job in the
"Ziegfeld Follies," and later he brought
Jane into the show! Yes, actually. You
see, he had renewed his contact with the
Shuberts (he had played in their "Lady
Butterfly" some years back) the first day
he stepped into New York, and when they
were starting production on "The Follies"
they called on him. Then Don hit on the
idea of having Jane join the show. He
felt that she needed one Broadway show
as part of her background, and "The Fol-
lies" with its glamour, tradition and pres-
tige would provide the perfect setting for
her. It was Don, though, who fought and
argued for top billing over the other stars
for her, for the best songs and the best
"spots" in the show, so that she would not
have to share the heart-breaking experi-
ence of many other radio stars who are
flops in shows.

To prove further that Don was hired
on his own merit here's something else
very few people know. During the run
of "The Follies," Don's old sponsors, the
Pontiac company, wanted him back on the
air, from nine to ten Saturday evenings.
Don couldn't appear on the program and
in the show at the same time, so he asked
the Shuberts to release him from his
"Follies" contract, and they refused to let
him go!

"Don Ross held Jane back from ac-
cepting an offer from Paramount Pictures
because it didn't include him." This is
another story that has circulated around

Radio Row, Broadway and Hollywood.
Yes, Don did hold Jane back from accept-
ing the Paramount offer, but here's why.
Jane, as you know, is beautiful and tal-
ented, obviously a great bet for pictures.
But she stutters. Paramount wanted her
to play the part of a stuttering girl! Can
you imagine anything more disastrous?
Don knew that that sort of role would
forever destroy every bit of glamour and
allure that Jane's orchid-like beauty seem-
ed to radiate. It would spell her profession-
al suicide, so the contract went unsigned.
Does that sound like "jealousy" or "hin-
dering" to you? Nor does it to me, either.

Now let me whisper a little secret to
you. Jane plans to retire in about a year
or two. So if you hear reports that Jane
is leaving to keep the field clear for Don
(and I'll bet my new spring beret that
those whispers will fly thick and fast),
let me tell you right here and now just
why she is planning that step.

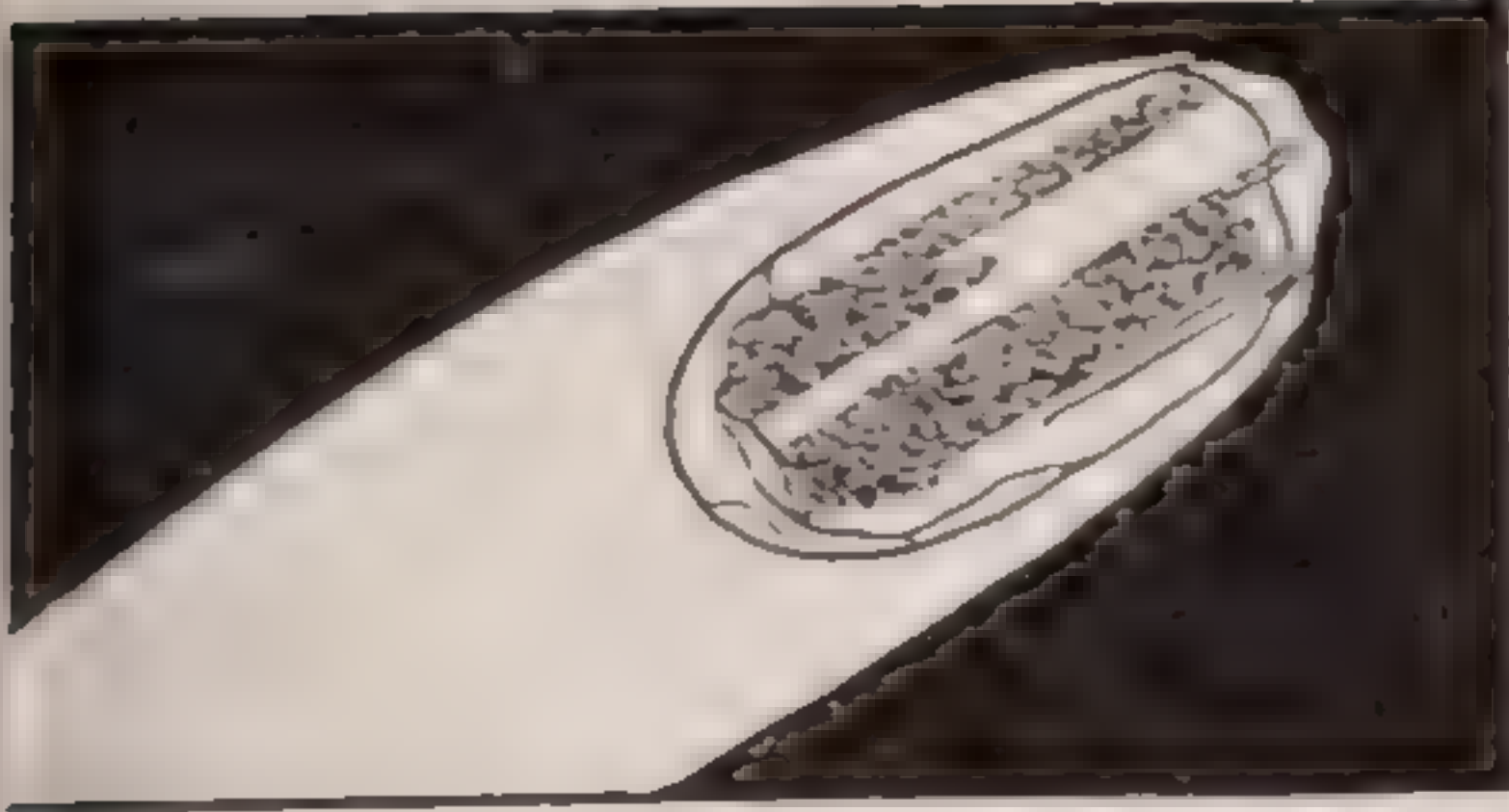
You see, to the average radio or movi-
star, a career means two things—fame and
money. Jane is the most unusual girl in
the world in that she has absolutely no
earthly use for fame. Really. As for
money—well, she has been able to save
almost all of her earnings, and she knows
that Don can always continue to support
her in the style to which she's been accu-
stomed. So what is left? What she wants
to do is settle down in the role of wife
and mother. Then, she feels, her life will
be complete.

So there we have Don and Jane. No
Mr. and Miss Jane Froman—but Mr. and
Mrs. Don Ross!

* * *

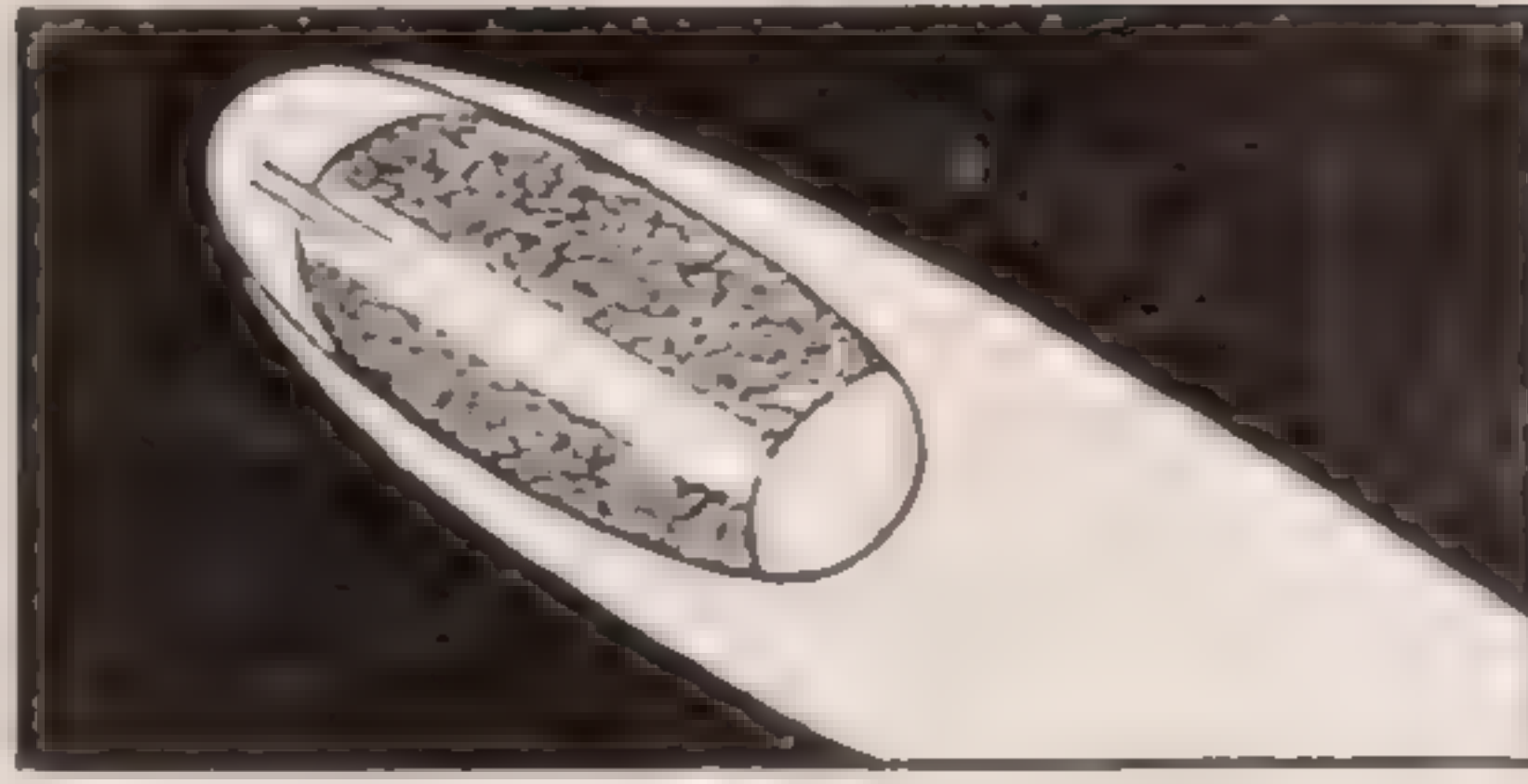
Jane Froman can be heard each Sun-
day at 10:30 p. m. EST, over the fol-
lowing stations: WEAf WTIC WTAJ
WEEI WJAR WCSH KYW WFB
WRC WGY WBEN WCAE WTAJ
WWJ WLW WDAF WMAQ WH
WTAR WOW WTMJ WIBA KST
WEBC WDAY KFJR WRVA WPT
WWNC WIS WJAX WIOD WFL
WSM WMC WSB WAPI WJD
WSMB WSOC WAVE WKY KTH
WBAP KTBS KPRC WOAI KO
WDYL KGIR KGHL KPO KFI KG
KOMO KHQ KFSD WKBF KTAJ

Do you know the inside story of Paul Whiteman's fourth
marriage? You will find the answer in the April RADIO
STARS. Another absorbing feature in this issue is "The
Taming of Barbara Bennett." As you might guess, Mort
Downey had something to do with it



WRONG!

Harsh, acetone-type polish removers can make your nails look like this! If you use them regularly, your cuticle will grow hard. Your nails will break and chip.



RIGHT!

A smooth cuticle and healthy nails like these follow the regular use of Cutex Oily Polish Remover. Helps keep cuticle soft and nails from growing brittle. And all without leaving a film.

Don't ruin your nails with dangerous acetone-type Polish Remover



The way you remove polish can make your nails brittle or keep them smooth and strong...

THE new soothing Cutex Oily Polish Remover will make all the difference in the world in the looks of your cuticle and nails.

It's simply criminal to ruin their natural smoothness and strength with harsh, old-fashioned acetone-type polish removers! Dangerously drying, they make your cuticle hard and rough, and your nails brittle—easy to break. If you go on using them, you might as well give up all hope of having glamorously lovely finger tips!

Cutex Oily Polish Remover *can't* dry your nails... it contains a special, beneficial oil that helps keep your cuticle soft, smooth and perfect, and your nails healthy. It will

improve the looks of your nails day by day!

And, *unlike other oily polish removers*, it leaves no film to dim the lustre of your polish and shorten its brilliant life.

Try it. Cutex Oily Polish Remover comes in a 75% larger bottle now, at no increase in price. Its tendency to evaporate in the bottle is 20% less than that of the old-type polish removers. And tests show that it's more effective!

Your favorite store has it... go out right now and get a bottle... decide to keep your cuticle always beautifully pliant, your nails smooth and strong

Northam Warren, New York, Montreal, Toronto, Vancouver



After using Cutex Oily Polish Remover, put on one of the lovely shades of Cutex Liquid Polish—Natural, Rose, Coral, Mauve, Cardinal, Ruby Or Vermillion—created by the world's manicure authority to go with the new costume colors from Paris. Each goes on smoothly and stays on for days.

SPECIAL GENEROUS OFFER

A generous sample of Cutex Oily Polish Remover for only 6¢...

Northam Warren Corporation, Division of
191 Hudson Street, New York
I enclose for a generous sample of Cutex Oily
Polish Remover.

Name _____
Address _____
City _____

CUTEX *Oily* POLISH REMOVER

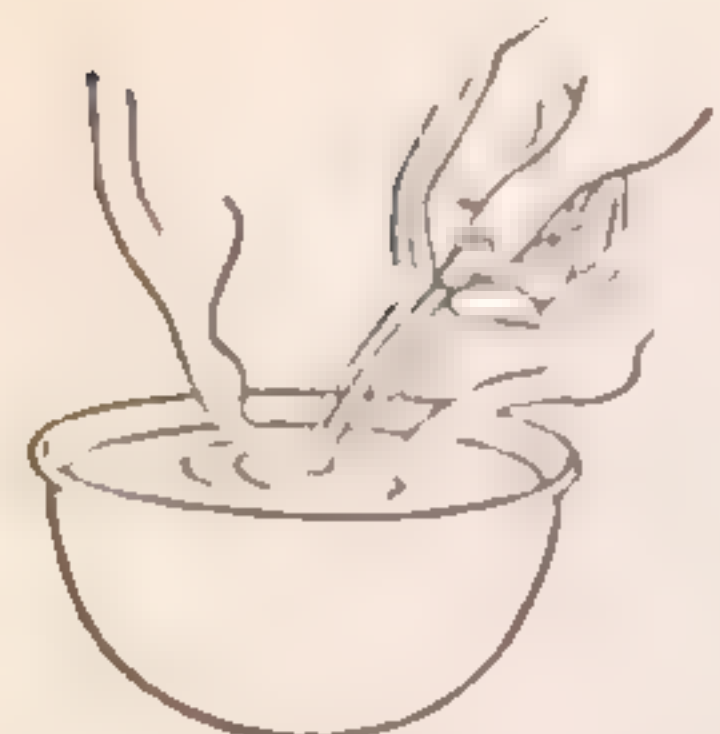
RADIO STARS' Cooking School

(Continued from page 50)



GERBER
Announces
a new process

SHAKER-COOKING ... its greatest improvement in Strained Vegetables FOR BABY



Stirring distributes
heat evenly.

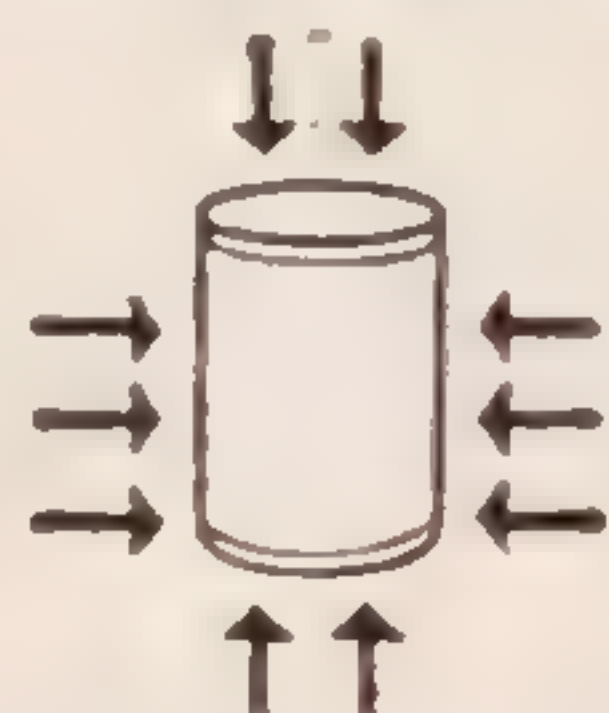
All Gerber Strained Vegetables are now vigorously stirred as they steam-cook in their cans . . . a revolutionary new process that shortens cooking time 40% to 50% . . . gives fresher, finer flavor and brighter color . . . cooks every particle more uniformly . . . and insures thorough sterilization without overcooking.

This costly process, for which Gerber has applied for patents, has never before been attempted in canning. We adopted it, just as we did the glass-lined retorts, the air-excluding equipment, the moisture-reduction in vacuum, the monel screens, because this extra care gives your baby finer, more nourishing foods than you could get in any other way.

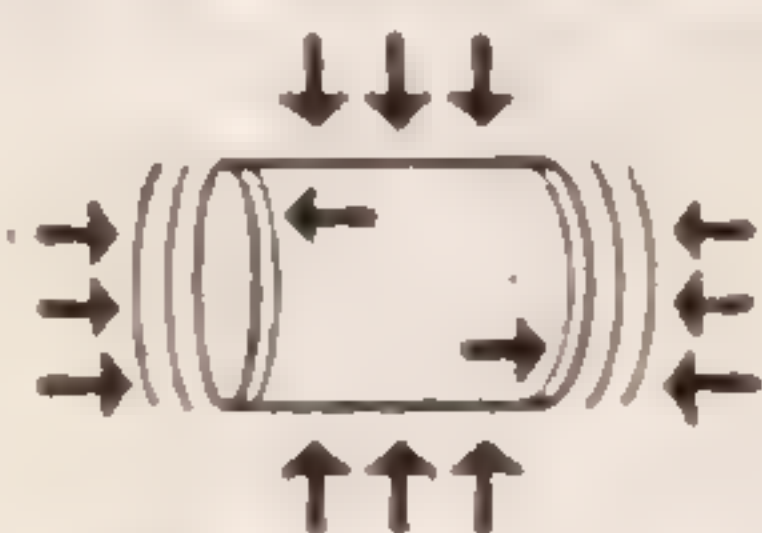
Every Product Specially Prepared for Baby

Gerber's Strained Vegetables are especially grown for Baby. We rush them crispy-fresh to the cannery. To further conserve vitamins, we put them through every process with air excluded . . . pre-cooking . . . moisture regulating to save minerals . . . straining five times as fine as your kitchen sieve . . . cooking in cans by steam.

Gerber's Strained Vegetables are more scientifically prepared—minerals and vitamins better conserved—than is possible with home equipment. And better than ordinary cans of seasoned vegetables opened, strained and resealed in baby-size cans. Gerber's are unseasoned. Serve as they are, or slightly seasoned as taste or your doctor directs.



In ordinary canning,
food nearest the heat
is cooked more com-
pletely than that in
the center of the can.



Gerber Shaker-Cookers
shake can 140 times
a minute so that every
particle comes in close
contact with the heat.

Your Store's Baby Department

When you go shopping look for the Gerber complete line. It means "Baby Headquarters."

Strained Tomatoes . . . Green Beans . . . Beets . . . Vegetable Soup . . . Carrots . . . Prunes . . . Peas . . . Spinach . . . 4½-oz. cans. Strained Cereal . . . 10¼-oz. cans. Ask Your Doctor



Gerber's
9 Strained Foods for Baby
MM-3a



Mothers! Here is help for you, if "Baby won't eat." Scientific information . . . practical suggestions . . . telling how to establish wholesome, normal eating habits. FREE booklet. Send for it.

GERBER PRODUCTS COMPANY
FREMONT, MICHIGAN
(In Canada: Grown and Packed by
Fine Foods of Canada, Ltd.,
Tecumseh, Ont.)

Please send me free copy of "Meal-time Psychology," by Dr. Lillian B. Storms. (Enclose 10c if you would like a picture of the Gerber Baby ready for framing.)

Name

Address

City State

of the flat contradiction he was making. "Well, do you really like waffles?" I questioned hopefully.

"I really do"—Lanny answered and then stopped—leaving me no place at all! Then, taking pity on my confusion, he continued:

"I like waffles a great deal, but only when they're crisp and extremely rich. And I want to have melted butter to pour over them and syrup served in a lavish manner. The tiny pats of butter and thimbleful samples of syrup served in some restaurants—such as the one in which we are eating," he added in an aside—"are an aggravation. Now, my mother serves waffles the right way.

"What are the proportions she uses?" I asked hopefully, pencil and paper ready and all set to take down quantities.

"Do you know the story of King Alfred the Wise?" replied Lanny.

"Speaking of waffles?" I asked.

"No, speaking of cakes."

"But we're not speaking of cakes!" I objected.

"True enough," grinned Lanny, "but I see unmistakable signs that you are going to talk cooking at me, and I'm going to make you listen to my story first. It's a famous folk tale, one known to every English schoolboy."

"Well, go ahead," I replied, feeling that I could sit and listen to any story if Lanny would just smile occasionally during the telling. (It's really a devastating smile! I'm sure I shall never be the same again after seeing those perfect teeth flash at me.)

"Once upon a time," said Lanny, "and I want you to pay strict attention to teacher—once upon a time, about 1,000 years ago, good King Alfred of England had to hide from the Danes, whom he was trying to chase from the shores of his country. He came to a swineherd's cottage and, without revealing his identity, asked to be admitted. The swineherd's wife told him yes, he could come in and mend his bow and arrow providing he would watch her cakes cooking on the hearth while she was out, to see that they did not burn. The young king sat down by the blazing fire and soon was plunged so deep in thought that he never even noticed the strong smell of burning cakes. The housewife returned and scolded him roundly, making caustic comments, I wager, on his stupidity as a cook."

"And I suppose," I interrupted, "that the moral of this affecting recital is that kings should stick to their king-ing."

"And singers should stick to their singing," laughed Lanny. "Go to the head of the class, Miss Wood. You've come here to interview me on the subject of cooking. Well, I don't know how to cook, I never did know how to cook, and furthermore I never intend to learn. So, now, aren't you sorry you chose me for one of your Cooking School broadcasts?"

"I certainly am not," I declared. "And, anyway, you surely know that old broom, 'I don't know anything about mu-

sic, but I know what I like!' Well, the same holds true of the food question. I know you enjoy eating—I've had visible proof of that—so suppose you just tell me what you like to eat."

"I like sweets," he replied quickly.

"Remarkable!" I exclaimed, laughing.

"Fortunate!" said he, laughing, too. "If I didn't like desserts, I don't know what I'd do. For, since I became master of ceremonies on the Log Cabin program I've been served maple-flavored sweets at every home to which I have been invited. 'We're having just a simple main course Lanny,' my hostess will inform me, 'but we're going to have the most marvelous maple dessert!' At first I was a bit surprised, as I had thought of maple syrup as being something one poured over waffle and hot cakes in copious quantities, and that was that. But not so the imaginative cooks and caterers of the land, it seems. I've sampled some of the most delicious concoctions of late. Actually, you know it's a little like breaking your arm—you immediately see, and hear of, nothing but people who have broken arms, too! So now that I'm doing a broadcast for Log Cabin, I've learned about any number of dishes calling for maple syrup that I never even heard of before. Why, I even caught my manager's cook in the act of pouring some into the cocktail shaker.

"Seriously, though," he continued, "most of the combinations have been superb, and the maple syrup has given a distinctive flavor to an otherwise prosaic dish. For instance, I abhor Rice Pudding. But I had a so-called New England Maple Rice Pudding the other day that was entirely different and really great. I don't suppose I can tell you anything about Maple Ice Cream that you don't already know, but you ought to try a Maple Mousse sometime if you want to taste something special.

"Then the other day I had a cake flavored with maple and with a Maple Sauce over it. My hostess called it 'Cabin Pudding.' I don't know anything about how it was done, but I can speak for results.

(So can I, now that I have tried it out in my home test kitchen and discovered what a delicious and novel version it is of the familiar "Cabinet Pudding.")

"But the best of all the maple dishes I've had," continued Lanny, "was one made by my manager's colored maid—ar can that gal cook! It was Maple Candied Sweet Potatoes. If you think you can put a colored cook down to exact proportion you can phone her and ask for her recipe.

(I made a note of that, you may be sure.)

"And now," said Lanny rising, with an air of courteous finality, "if you'll tell your photographer to come up to the apartment tomorrow morning, I'll let him take a picture of yours truly eating the kind of home-grown waffles I really like, and I'll have Mother mail you the recipe for them. Further than that on the subject of food I will not go. The next time I know you will be asking me to change

ny theme song to, 'Waffle I do, when you are far away'—and Lanny sang it gaily and with evident relish for the pun.

"I shall take the hint," I replied, "and go far, far away—back to my test kitchen, where I'll try the Rice and the Cabin puddings you mentioned, while impatiently awaiting the colored maid's sweet potato specialty and the waffle recipe you promised to have your Mother send me."

That about terminated the interview, but was just the beginning of my researches into maple-flavored foods. Inspired by Lanny Ross' suggestions, I decided to try my hand at some original concoctions. I'm going to give you one of these recipes here.

MAPLE DIVINITY

$\frac{2}{3}$ cup maple syrup
Whites of 2 eggs, stiffly beaten.
 $1\frac{1}{2}$ cups granulated sugar
 $\frac{1}{3}$ cup boiling water
 $\frac{1}{2}$ cup light corn syrup
Pinch of salt
 $\frac{1}{2}$ teaspoon vanilla
 $\frac{3}{4}$ cup chopped walnut meats

In one saucepan cook maple syrup until small amount forms a slightly firm ball in cold water (240° F.). Cool slightly. Pour cooled syrup slowly over stiffly beaten whites of eggs. Beat constantly until mixture loses its gloss (about 2 minutes). Meanwhile, in another saucepan, cook sugar, water and corn syrup, stirring constantly until sugar is dissolved and mixture boils, then cook without stirring until small amount of syrup forms a hard ball in cold water (252° F.) Add this syrup slowly to egg and maple mixture, beating constantly. Continue beating until candy is nearly cool, then add salt, vanilla and chopped nuts. Turn into greased pan 8x8 inches. Cool until firm. Cut into squares.

You girls who want to give Valentine gifts, pack some of this divine Divinity in a heart shaped box and present same to your best beloved. This is one time when I feel absolutely certain they'll enhance!

And let me remind you to cut out, fill out and send out the coupon at the beginning of the article. It will bring you, postpaid, four of Lanny Ross' favorite dishes—Cabinet Pudding with Maple Sauce de Luxe, New England Rice Pudding, Maple Candied Sweets and Vericrisp Waffles.

You will also notice in the coupon a postscript about the Jane Froman recipes. If you would like to have them too, just put a check mark in the space provided for it on the coupon and both Jane Froman's and Lanny Ross' recipes will be yours.

* * * * *

Lanny is on these stations each Wednesday at 8:30 p. m., EST: WJZ WBAL WMAL WSYR WHAM KDKA WGAR WJR WLS KWCR KSO WREN KOIL WCKY; and on these in a repeat broadcast at 11:30 p. m., EST.: WKY KPO KTHS WBAP WOAI KTBS KPRC KOA KDIY KFI KGW KOMO KHQ KESD KWK. See programs for Thursday evening for his Show Boat stations.



**WAS I
SURPRISED!**

*Here's a
READY-
COOKED
SPAGHETTI
that beats mine!*

—SAVES ME WORK AND MONEY, TOO!

"FOR years I've been cooking spaghetti at home because I thought we didn't like any other kind. But today I had some Franco-American at a friend's house—and *did* I enjoy it! Why, it's not the *least* like ordinary ready-prepared spaghetti. It's simply delicious—far better than any *home-cooked* spaghetti I ever tasted, my own included! I'm certainly always going to serve Franco-American now."

Franco-American's wonderful sauce—rich, savory, delicately piquant—captivates everyone who tastes it. Made as only truly skilled chefs can make a sauce, it contains eleven different ingredients . . . luscious ripe tomatoes . . . choice Cheddar cheese . . . subtly blended spices and seasonings that give it incomparable flavor and appetite appeal.

All ready to heat and serve; such a saving of work for you. More economical, too. Generous can holding three to four portions is never more than ten cents—less than it costs to buy dry spaghetti and other ingredients and prepare it at home!



Why should I pay more?
CLOPAY SHADES
Are so Lovely..YET ONLY

WITH CLOPAYS SO
 INEXPENSIVE I DON'T
 HAVE TO TOLERATE
 DINGY, CRACKED SHADES

15¢
 EACH!



"AFTER all, why pay 50c—75c—\$1.00 apiece for window shades even if I can afford it? I've found Clopays wear just as long and the costliest are no handsomer. Lovely chintz patterns blend beautifully with so many decorative effects and the plain colors are equally adaptable. They stay presentable longer, too—will not crack, fray or pinhole. Besides, Clopays have features found in no other shades. Their patented gummed strip makes them easy to attach to your old rollers without tacks or tools. And that attractive creped texture—also patented—makes them hang straight, roll straight and wear longer. Why pay more, indeed, when 15c will buy so much in Clopays!" Sold by all 5-and-10c stores and most neighborhood stores. Send 3c stamp for color samples to **CLOPAY CORP., 1353 York Street, Cincinnati, O.**

**"I'VE FOUND ANOTHER WAY
 TO ECONOMIZE, TOO!"**

MARVELOUS-IT
 LOOKS AND FEELS LIKE
 THE BEST OILCLOTH!

WEARS LIKE IT, TOO
 BUT FABRAY WILL
 NOT CRACK
 OR PEEL



New FABRAY
SAVES 1/3 OR MORE ON ALL
OILCLOTH NEEDS!

"Just as I have saved on shades by using Clopays—now I save 1/3 to 1/2 on every oilcloth need with Fabray. It gives me oilcloth appearance and wear plus advantages oilcloth does not have . . . does not crack or peel when creased. So many lovely new patterns and dainty solid colors. Now I can have a harmonious decorative scheme in my kitchen just as I have in other rooms." In 46-inch width for tables—12-inch width for shelves. See FABRAY at all leading 5-and-10c stores, or send 10c for 2 1/2-yard roll of 12-inch shelving. State color preferred.

CLOPAY CORPORATION
1360 York Street Cincinnati, Ohio

She Holds Her Man

(Continued from page 36)

some tunes, happened out with a network contract. George Hall, one of the ablest of the radio maestros, had heard her sing. Cupid had taken care of Loretta and Irving—after a fashion.

That's been over two years ago. Do you know how much time they've had together in that two years? Twenty hours. Part of twenty hours, at least, that Loretta had in New Orleans last summer. Radio people of importance seldom get vacations. But the amazing thing is that despite their separation their love has grown greater and deeper and truer with the passing of time. Which, if you ask me, is one of the surest indications of the real thing. Particularly when so much has happened.

To Loretta—well, George Hall took her talent in the raw and let it develop unhindered. The biggest audience response seemed to come from her blues numbers, she found, so little by little she relaxed into giving a low-down tune what she felt she had to give it. Soon the now famous Loretta Lee style of singing evolved, something to see as well as to hear. If she knew that people really thought of *her* as hot, as well as her music, I'm sure it would be disastrous. Rather than be considered affected she'd stand behind that microphone like a stick. And flop. Loretta couldn't sing without rhythm flowing through her from her head to her toes. It goes over, all right. Witness her own coast-to-coast program, the tremendous demand for her at guest artist performances, benefits, vaudeville houses. Unlimited pursuit from men. Adulation. She is, off the air and off stage, so freshly beautiful. Long-lashed grey eyes, misty brown hair. She has fame that might make any other girl's heart turn.

To Irving—he's an up and coming young accountant now in a New Orleans firm; and he still plays the trumpet in Al Streiman's Orchestra at night. No vacations for him, either, with two jobs. Hard-working young man. Because there are plans ahead. She'll be coming home

to stay with him forever some day soon.

In the meantime *his* heart hasn't done any turning! Loretta, woman-like, has sort of seen to that. Holding your man by the good old radio method of "remote control" may be difficult, but it's worth it to her.

Here's how it works. On Tuesday Wednesday, Thursday and Friday he catches her in. That means staying up 'till one a. m. down in New Orleans, getting an early lunch hour now and then, hurrying home on Thursday afternoons. On Saturday there's the weekly "long distance" call when with tortuous magic a lot of wires and telephone poles and gadget link up to carry whispered love messages back and forth across the continent. The on Sunday and Monday extra long, sweet letters.

And, in all the in-between times, holding her man means to Loretta being true to him. That's not why she doesn't have dates. If she found, among the score who petition her favors, anybody she really wanted to go out with she'd feel perfectly free to do so. But as yet no one else has ever looked half as charming to her as a memory back home; and that admission, because he knows it, must surely be a comfort and a strong binding tie to Irving.

She's keeping on in radio for a time yet because she hates to do things by halves. While he's getting soundly on his feet, she's working away intently until he does, singing all her love songs to him. The one man for her. Living her own quiet life with her aunt and saving some money, she's waiting.

When the Great Day comes—when the two see financial security ahead and blessed *togetherness* assured forever, Loretta Lee will quit radio as cold as she's knocked it. She's told me so earnestly and for so long now that I know it's true.

For, rare phenomena though it may seem, she's *one* blues singer who doesn't mind admitting that she actually prefers tots and tea towels to torch songs!

Did You Know that
RADIO *has a Stepchild?*

See the April RADIO STARS. You will also find out in this issue that many of your favorite radio performers are far from angels. Read "It's Dynamite" and learn why.

Keep Young and Beautiful

(Continued from page 10)

o as to have first-hand information for you, and to gather some additional helpful hints to pass on to you. The sun was just peeping through the clouds, revealing all the tall spires of Manhattan in a gray mist, when I arrived. It gave me a thrill to think that some of you readers might be hearing that very broadcast, too.

Every morning, with the exception of Sundays and holidays, for "going-on-ten" years, Mr. Bagley has been broadcasting getting-up exercises.

The exercises begin at 6:45 (EST) and last an hour. (Ouch! We know that's mighty early in the Middle West.) Of course, if you live out on the West Coast, we wouldn't suggest your getting up at 6:45 in the morning in order to tune in on the program, but you can select your own common-sense exercises and tune in on a nearby station in the morning to get some rhythmic music by which to enjoy your getting-in-trim drills.

Mr. Bagley knows what he is talking about when it comes to exercises. He supervised gymnasiums for the Y. M. C. A. for twenty-three years, and he directed the soldiers in exercise drills at training camps. During the ten years he has been broadcasting, some two million people have written in to say they listen in to him regularly, and one can only guess at how many others listen in who don't write the station. Physicians and nurses recommend his broadcasts to their patients. Women write in to tell him how much they've gained, or lost, since taking his exercises, or about how much better they are feeling and looking. He's good!

Now we're going to be kind to you at the start, and let you begin on the easy exercise Mr. Bagley heartily recommends as an eye-opener. Stretch . . . that's easy, isn't it? Just stretch, stretch, stretch, your arms, your legs, your neck, your whole body, from the tips of your fingers to the ends of your toes, much as a cat stretches. The cat family has stretching down to a fine art, so watch your pet rabbit stretch, if you have one.

You'll find his exercises have imaginative names that are often self-explanatory. There's the Goose Step, the same practised by the German soldiers during the war; the "Turnstile," which consists of swinging from the hips from side to side like a regular turnstile; the "Punching Bag," driving your fists forward and back; the "Bicycle Ride," lying on your back with the arms alongside, then lifting the legs to vertical, bending the knees and hips in fast time, as though you were riding an imaginary bicycle; and so on.

Fifteen minutes of exercise and your circulation is in a warm glow, and you can be sure that when blood circulation is increased, more food is being brought to your tissues, and more waste carried away by them. After all, we're not just stenographers, and housewives, and mothers; we're living machines made up of bone

New Powder Makes Blonde Skin *Dazzling* . . . gives Brunette Skin *a Glow*

Hidden tints in new shades
bring out real beauty
of Every Type



Over 200 Girls' Skin "Color-Analyzed"

When an optical machine which reads the skin "color-analyzed" over 200 girls' skin, it showed that blonde skin had a note of bright blue—brunette skin had a tone of brilliant green. These same tints Pond's blends invisibly in their new powder. It flatters the dull skin to a glowing perfection!



MRS. ALLEN WHITNEY, *exquisitely fair*
MISS MARY WELD, *vivacious brunette*

That faded, dingy tone which skin so often acquires is really caused by lack of certain color notes in it.

What these lacking color notes are has now been found out, and scientifically recorded! Now these magic tints are blended in entirely new and different powder shades by Pond's.

That is why this new powder brings life to your skin—instantly! Blonde skin is immediately brightened until it appears positively radiant. Brunette skin gains at once a new sparkle—a vibrant glow. Every skin texture looks suave, velvety—inviting.

And this scientifically blended powder clings so closely, spreads so evenly, it never shows up, never cakes, or blotches.

Your skin actually looks enchantingly fresh, with that young natural look.

We want you to discover, at our expense, just how glamorous this powder really is. Mail the coupon. Try the different shades till you find the one that glorifies you! Makes your skin smoother—finer—more thrilling.

FREE! 3 Different Shades

SEND FOR YOURS TODAY

(This offer expires May 1, 1935)

POND'S, Dept. C-126, Canton, Conn. . . Please send me free 2 Special Boxes of Pond's new Powder, and an extra sample, 3 different shades in all.

I prefer 3 different LIGHT shades of powder ☐
I prefer 3 different DARK shades ☐

Name _____

Street _____

City _____ State _____

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From wishes



...to kisses

Blue Waltz brought
me happiness

Is there a very special man whom you long to attract? Don't sigh and cry and look at his photograph...but let Blue Waltz Perfume lead you to happiness, as it did me.

Like music in moonlight, this exquisite fragrance creates enchantment...and gives you a glamorous charm that turns men's thoughts to romance.

And do try all the Blue Waltz Cosmetics. They made me more beautiful than I'd ever imagined I could be! You'll be surprised at how much these wonderful preparations will improve *your* beauty.

Blue Waltz Lipstick makes your lips look luscious...there are four ravishing shades to choose from. And you'll love Blue Waltz Face Powder! It feels so fine and soft on your skin and it gives you a fresh, young, radiant complexion that wins admiration.

Make your dreams of romance come true...as mine have. Buy Blue Waltz Perfume and Cosmetics today. For your protection, they are "certified to be pure" and they are only 10c each at your 5 and 10c store.

Now you can ensemble your beauty preparations. You find the same alluring fragrance in Blue Waltz Perfume, Face Powder, Lipstick, Cream Rouge, Brilliantine, Cold Cream, Vanishing Cream, Toilet Water, Talcum Powder. Only 10c each at your 5 and 10c store.



Blue Waltz
PERFUME AND COSMETICS
FIFTH AVENUE · NEW YORK

and muscle, blood and nerves. If we don't use our bodies, they get flabby, old, and ugly.

It takes gumption, of course, to keep at your exercises day in and day out. "Gumption" is a favorite word of Madame Sylvia's. And if ever a person possessed gumption, and pluck, and spirit, and ability, it's Sylvia. You can't help but drop the "Madame" part after you've once met her. She is a regular whirlwind of energy, a regular dynamo of vitality, and yet she's just about as big as a minute. Is "gumption" in exercising and proper dieting worth while? Look at Sylvia's picture and judge for yourself. She is fifty-three—yes, she is, whether you believe it or not—and proud of it. The picture doesn't show her lovely complexion coloring, either. I have met her several times and have never failed to be impressed anew with her tremendous vitality. When she comes into a room, you say to yourself, "There is a *person*!"

Sylvia "darlings" and "baby's" everyone impartially. She scolds every lazy soul with an equal impartiality. And makes them love it. She has scolded the pampered stars of the screen, and the moneyed darlings of the wealthy, and they have been docile as lambs in following her instructions, because they knew she produced results. There's no hokum about Sylvia. If she can't do anything for you, she'll tell you so. But she generally can. Constance Bennett, Grace Moore, Norma Shearer, Barbara Hutton—yes, even Ronald Colman—are but a few on the long roster of "big names" who owe a debt of gratitude to Sylvia.

Perhaps you are saying to yourselves, "That's easy enough for the celebrities who can afford to have Sylvia give them treatments every day, and put them through their prescribed tricks. But what about us... how can we work such miracles? That's the very point that Sylvia makes in her broadcasts. What she has done for her patients, others can do for themselves, if they have enough gumption (there's that word again... it's getting to be my favorite, too), and plain ordinary stick-to-itiveness. She gives you exercises and diets for gaining either weight or energy, for reducing or building up in spots, for clearing up the complexion. Circulation... circulation... that's the secret of physical fitness and a smooth skin. Tepid showers instead of devitalizing hot baths, with cold water finishes if you can stand them, and vigorous massages with coarse Turkish towels, especially concentrating your massage on the spine. Certainly we need good circulation to put us in a warm glow this kind of weather. Eat raw apples, raw carrots, lettuce, cooked beets, blackberries, cherries, spinach juice, figs and dates. All these foods are pep producers and excellent blood tonics.

One of the best suggestions (if you can select a best one) that Sylvia makes as a general exercise for both fats and slims

is dancing. A snappy fox-trot is a tonic to beauty, according to Sylvia. Every night—imagine you're dancing with Bing Crosby, if you must—but dance. Turn on the radio and dance from a half hour to an hour at a time. Have the room well-aired. A stuffy place in which to dance doesn't do your lungs any good. The old-fashioned two-step with a hopping motion is grand exercise... hop close, step, with hands high above your head, and your hips swaying à la Ma West.

Sylvia favors early morning rising too, so I guess there's no getting away from it. After all, eating breakfast in a hurry, skipping your exercises, and not giving yourself time enough for good grooming, is a pretty sure way to start the day all wrong. Sylvia would put in a word about luncheons, too, we feel pretty certain. A friend of mine told me about Sylvia throwing up her hands in holy horror when she mentioned her soda-sandwich lunch. Sylvia said she should have a good big salad with plenty of crisp lettuce and, fresh vegetables and fruit. The girl was one of those "in-betweens, neither too fat nor too thin, but her complexion was losing its smooth clearness. Incidentally, however, fresh fruits and vegetables are necessary for both fats and thins, you know. If you want to get fat, don't choose the heavy foods that will give you sluggish circulation and a bad skin.

First and foremost, of course, you must be able to size up your defects in the mirror. That isn't always easy, because you're so used to seeing yourself as you are that it is difficult to see yourself as others see you. Don't depend on your friends. You know they generally think you want their candied opinion instead of their candid, frank one. Select some screen or radio star that you *know* has a good figure, and use her as a "measuring stick. Remember, too, that bad posture can make defects easily remedied through good posture.

Now if you've started to map out, rather, "figure" out your keeping fit career perhaps you'd like some of the special exercise sheets I've prepared for you. And I've an eight-day reducing diet that's humdinger, too. If your complexion needs a blackhead remedy, I can give you a cleansing treatment to clear up the difficulty. So write me... and good luck to you in your "tuning-in" program for health and beauty.

* * *

Arthur Bagley is on these stations every day except Sundays at 6:45 p. m., EST on WJZ, WEAF, WEEL, KYW, WGY, WR, WBEN, WCAE, CRCT.

Madame Sylvia can be heard every Wednesday at 10:15 p. m., EST on WJZ, WBAL, WMAL, WBZ, WBZ, WSYR, WHAM, KDKA, WGAI, WENR, KWCR, KSO, KWK, KOI, WREN, WTMJ, WIBA, WJR, KST, WEBC, KOA, KDYL, KPO, KFI, KG, KOMO, KHQ, WCKY.

If you have any personal beauty problems that require individual answers write to Mary Biddle. She will help you solve them

ust 18 and Head of the House

(Continued from page 42)

money from his oil wells ceased coming he never went to his wife and said, "Darling, we must cut down on expenses." Instead he tried to live as though nothing had happened, taking greater and greater gambles on success. Finally, he sank a fortune in a hotel in Florida and you know what happened after the Florida boom. The shock of realizing that he could no longer provide for his loved ones did something to him, and suddenly all his vitality deserted him.

He tried to keep his misery from them, but Annette's eyes saw deep and true. She must do something. She must! If things didn't happen soon, there would be no one to take care of her mother; why, Frankie, her adored younger brother, might even have to leave school.

Slowly the thought came to Annette that her singing might mean a path out of the wilderness. She begged and pleaded with her father to let her open a music store, and reluctantly he let her do it. Perhaps you've heard about that music store, but I'm sure you've never heard of the strange things that happened there.

It was a music store out of a story book. He fixed it up like a studio with dark blue wicker chairs, gay rugs, and a black and yellow showcase. She swept and cleaned the store herself, and sold pianos, phonographs, radio service and sheet music, which she always demonstrated herself.

It was a tough spot for a girl as young and naive as Annette. For here came all the town's gay young blades; here came tough gangsters; here came all the people of the town. Right behind the shop was the Italian colony, with its hard-working young mothers carrying their little bambinos in their arms, and the blustering men who spoke a language strange to Annette's ears.

What was Annette to do? Wise-crack them? Play at being the hard-boiled young thing? Greet them with a smile she didn't mean? Of course not; these could never have worked. Instead she became the big sister to all the people in the town. They all knew that they could come to Annette and tell her their troubles. The Italian women could speak of how they and their little bambinos were and ask whether they ought to feed them spinach or garlic. The men could pour out all their domestic troubles and be sure that Annette wouldn't take them wrong. The result was that the whole colony adored her. The Italian women would walk by and grab the broom from Annette's hands, saying to her, "Shoo, shoo, we clean de shop."

Annette even won the friendship of the town's roughest and toughest gangster, a burly Italian who came there again and again with a bunch of men, whom he ordered to buy her most expensive records. They would plead with him that they didn't want them, but a flood of obscene



"What! you can put these lovely **TABLE DISHES** in the **OVEN?**"

YES, these gay OvenServe table dishes are actually made so you can bake in them.

You can bake meat dishes, for instance, on the very platters or serving dishes you use on the table. Puddings, pies and creamed dishes, scalloped vegetables, anything you wish, can be baked in these dishes. And then popped right from oven to table. Even the cups, saucers and plates are built to stand oven heat. It's something new in table dishes!

Saves a lot of work in serving, of course. Saves on dishwashing, too, for it cuts out all the pots and pans. Then, the dishes themselves are

easy to wash because they have a high glaze that nothing sticks to.

Notice also their convenient shapes and sizes . . . handy for parking left-overs in the refrigerator.

Cost? Very low. And you can buy them by the piece and fill in as you need them.

TRY THIS RECIPE FOR COTTAGE PIE

Cover bottom of one of the deep oval OvenServe serving dishes with mashed potatoes, add small pieces of cut left-over roast beef well seasoned with salt, pepper and minced onion, and moistened with some gravy. (Bouillon cube dissolved in hot water is good in place of gravy.) Cover with layer of mashed potatoes and bake in a hot oven (425° F.) long enough to heat and brown. Lift Cottage Pie in same dish to table.

OVENSERVE

**SOLD AT KRESGE 5 and 10¢ STORES
AND OTHER
5¢ - 10¢ AND \$1 STORES**





....UNTIL you see the surface skin blemishes she has tried to cover up

DO YOU have those occasional little pimples that come sometimes from a temporary internal disorder, or perhaps from clogged, sluggish pores? You probably do—almost every woman suffers this embarrassment now and then.

Don't try to cover up these surface defects with cosmetics, which won't really conceal—*get rid of them instead.* You can clear them up so easily and quickly by giving nature a little external aid with Resinol Ointment and Soap, to hasten the healing process.

It is refreshing to breathe the tonic-like fragrance of Resinol Soap and to feel its light foamy lather cleansing and stimulating your skin as you gently work it into the pores. It rinses easily, too, and leaves the skin ready for the soothing medication of Resinol Ointment. This special medication relieves the soreness and redness and helps to quickly heal pimply spots. Made from a doctor's formula, it is safe for the most sensitive skin and it does not smart or sting.

All druggists sell Resinol Ointment and Soap. Supply yourself today—use them freely as directed and you will be delighted with the improvement in your skin. For free sample of each, write Resinol, Dept. 1-B, Baltimore, Md.



Italian drowned out all of their pleas. "How much is this? And this? And this?" the Italian gangster would ask Annette. The cheap records he passed by scornfully, but just as soon as she mentioned a high price for one, he would turn to the other Italians who stood trembling in their boots and order them, "Buy that!"

Then there was the boy whose mother burned a hole in his trousers.

He was a tall gangly youth, nineteen years old. To Annette he confessed that although he was a Catholic he had never been confirmed. She told him that it was not too late.

Finding her sympathetic, he went on with his confession. "You know," he said, "my mother was ironing my trousers and she burnt a hole in them, so I popped her one on the nose."

Of course Annette was horrified, but she managed to explain to the gangly youth that it wasn't quite the thing to do to go about popping one's mother on the nose.

Shortly afterwards he was confirmed at the same time as Annette's younger brother Frankie, and I understand that after, under Annette's influence, his character underwent a striking change. He even gave up the diversion of beating up his mother.

Finally Annette sold her little music shop at a profit. But her father's health continued to fail, and when she was eighteen years old, he died, leaving her and Frankie and her mother unprovided for. He had left not a penny of insurance and nothing from the wreckage of his fortune.

There was no one to help them. Annette's older brother was married and had two children of his own to take care of. Her mother had never been trained for making a living. Her young brother Frankie hadn't finished grammar school, and it was her dream and his that he was to become a great surgeon some day.

Where was the money to come from? Annette's fingers trembled as she picked up the bills that kept pouring in.

With her father's death, Annette was the head of the family. She, who was so frightened of life herself, didn't dare show it. For Frankie's sake, for the sake of her mother, she must take her father's place.

You have read of what happened, of how she sang at parties, how Wally Rose, then recording manager of Pathé, heard her sing, and asked her to take some tests for phonograph records. You've heard how, under several different names, she made thousands of records, and how at last she won a place for herself on the air.

But the story that no one knows is how she became Frankie's guide and his inspiration and was both father and sister to him. She not only sent him through school, but she gave him a code by which to live.

It was such a simple code, yet it was one that would make a man of any boy who followed it: "Always take the blame for everything you do, but never tell on anyone else." Frankie followed it, as though his very life depended on it. There was the time he got into trouble in school because he obeyed it.

One afternoon he and a group of about fourteen other boys who had been playing football in the school yard climbed in

through a window for a drink of water. The next day their teacher announced sternly that "A group of boys were seen climbing in through the window yesterday. Which of you boys were in the group? Stand up."

Frankie, true to his code, stood up. Only Frankie, of all those boys.

"What boys were with you?" asked the teacher.

"I'm sorry," said Frankie, "I can't tell you."

"You can't tell me!" The teacher's face burned with rage. You've got to tell me! But Frankie stood there, white-lipped, refusing. They sent him to the principal's office, where he still refused to tell. That night he related to Annette what had happened. "You did exactly right," Annette told him, nodding her blonde curls approvingly.

As she was the "head of the house" the principal sent for her. Annette, or eighteen herself and feeling like a little school-girl being sent to the principal's office, faced the angry, white-haired woman.

"Why don't you make your brother tell?" demanded the principal.

"Because I think what he's doing is right," said Annette.

"How can you say that? Would you encourage your brother to harbor a criminal?"

This time Annette was really furious. The color flamed in her cheeks. "No, I never shield a criminal," she retorted "but how dare you compare a group of boys entering their own school on Saturday for a drink of water with criminals?"

It was Annette, shy, timid Annette, I never too shy or too timid to stand up for what she believed in, who won that battle.

And it's Annette, shy, timid Annette to whom her mother and her brother turn to in every emergency.

Annette and Frankie. Brother and sister. Two against the world. Annette, breathing into Frankie some of the courage she herself learned when she had to pit her wits against the world to wrest a livelihood from it. Teaching him that her shyness and reserve were a mistake, and that he must be aggressive to get somewhere in this world, where people are only too often taken at their own valuation.

But the worst and most heart-breaking task that Annette ever faced as the head of the family was when she had to tell Frankie that he must never play football or basketball again.

Frankie was always in the midst of the worst scrimmages. He was always breaking a leg or wrenching a shoulder, but he never took these injuries seriously. Till he got septic poisoning. The tissues of his head were injured.

The doctor called Annette aside and said. "Frankie must never play football or basketball again. If ever the ball were to hit that part of his head where the tissues are so delicate, he'd be done for."

Knowing what this would mean to Frankie, Annette asked the doctor if there weren't some way of protecting him. The doctor shook his head ruefully. Even if Frankie wore a guard, it would still be dangerous for him to play, he insisted.

"I'll tell him somehow," Annette answered, her voice shaking, her eyes bright with tears she must not shed.

RADIO STARS

Back to Frankie's room she went. Back to his glowing face and the hopes she knew she would have to shatter. "What did the doctor say, Sis?" he asked. "I'll be able to be up and about, playing football in a couple of days, won't I?"

She nerved herself to the task for she must break this news to him gently. "Frankie," she said softly, "the doctor doesn't think that would be such a good idea." He swallowed manfully, and a lump choked Annette's throat, too.

"At least I'll be able to play basketball, won't I?" he asked, his eyes fixed on her face and on her honest blue eyes.

"Oh, God, please give me the wisdom to say the right thing," she prayed silently. And that wisdom was given to her. "Frankie, Frankie, dear," she said, "you know those hands of yours, those hands you hope will become a great surgeon's hands some day? If you play basketball you may injure them, and your dream will never be fulfilled."

It was the one argument that could possibly have won the day for her. He might have hesitated if she had explained that his life was in danger. To be barred forever from the two games he loved best was a bitter thing. But then there was his dream of becoming a great surgeon. A dream which Annette will make it possible to fulfill, for she has set aside enough money so that Frankie can go to medical school.

She doesn't realize that she has done anything wonderful in bringing comforts and luxuries to her mother, whom she adores, and making it possible for Frankie to fulfill his dreams. But how many sisters would do the same? Would you?

* * *

Annette Hanshaw is on these stations Tuesdays and Thursdays at 9 p. m., EST: ABC WADC WOKO, WCAO, WNAC KBW WBBM WKRC WHK CKLW OWO WDRC WFBM, KMBC WHAS CAU WJAS WEAN KMOX WFBL SPD WJSV WMBR WQAM WDBO DAE WGST WPG WLBZ WBRC ICC WBT WDOD WBNS KRLD DNC WBIG WHP KTRH KFAB LRA WFEA WREC WISN WCCO ALA WSFA WLAC WDSU KOMA MBD WMBG WDBJ WHEC KTSA TOC KWKH KSCJ WMAS WIBW TUL WIBX WACO WMT KFH GKO WSJS WORC WNAX WKBN. Also on a repeat broadcast Thursday at 1:30 p. m., EST on these stations: KERN KMJ KHJ KOIN KFBK KGB WFR WDB KOL KFPY KWG KVI LZ KVOR KOH KSL.

ANNOUNCING THE WINNER OF RADIO STARS' COAT CONTEST

We are happy to announce that Mrs. Ruth Warner, 894 Eighteenth Avenue, S. E., Minneapolis, Minnesota, is the winner of the I. J. Fox fur coat. The contest was run in the December issue of RADIO STARS Magazine.

"I have no time for sticky hand lotions"

MRS. JOHN HELD, JR.



Wife of the famous artist, who created "Margie" and other flappers, keeps her hands lovely this way

"NATURALLY, I want to keep my hands attractive—a husband who is an artist notices every detail. But I certainly haven't any time to spare waiting for sticky hand lotions to dry—not with a house to run and a lively two-year-old daughter to look after, and a pair of dachshunds to keep track of. That's why I'm so delighted with Pacquin's—it doesn't leave any sticky film at all, just seems to disappear into the skin and make

it soft and smooth and beautifully white."

There's an excellent reason why Pacquin's leaves no sticky film on your skin—because this cream actually sinks right into the inner layers of the skin where it is needed. Your skin absorbs it—very different from the old-fashioned lotions that remain on the outer skin until evaporation dries them.

Make your hands lovelier this convenient, modern way. Send for the lovely introductory jar today.



"I Do my Own Work and Still Am Proud of my Hands"—Mrs. S. C. Hahner

"There's no excuse for even the busiest woman not having pretty hands when Pacquin's is so quick and easy to use. It seems to feed back into the skin all the softness that house-work takes out. And no waiting for a sticky hand lotion to dry, as I used to. And Pacquin's keeps my hands whiter and smoother than they ever were."



Pacquin's Hand Cream

THE QUICK, MODERN WAY TO LOVELY HANDS

PACQUIN LABORATORIES CORPORATION, DEPT. 6—101 WEST 31ST STREET, NEW YORK, N. Y.

Please send me your generous trial jar of Pacquin's Hand Cream, for which I enclose 10c.

Name.....

Address.....

City.....

State.....

Give That COLD Just 24 Hours!

**Colds Go Overnight When You
Take the Right Thing!**

A COLD doesn't have to run its course and expose you to serious complications.

A cold can be routed overnight if you go about it the right way. First of all, a cold being an internal infection, calls for internal treatment. Secondly, a cold calls for a COLD remedy and not for a "cure-all."

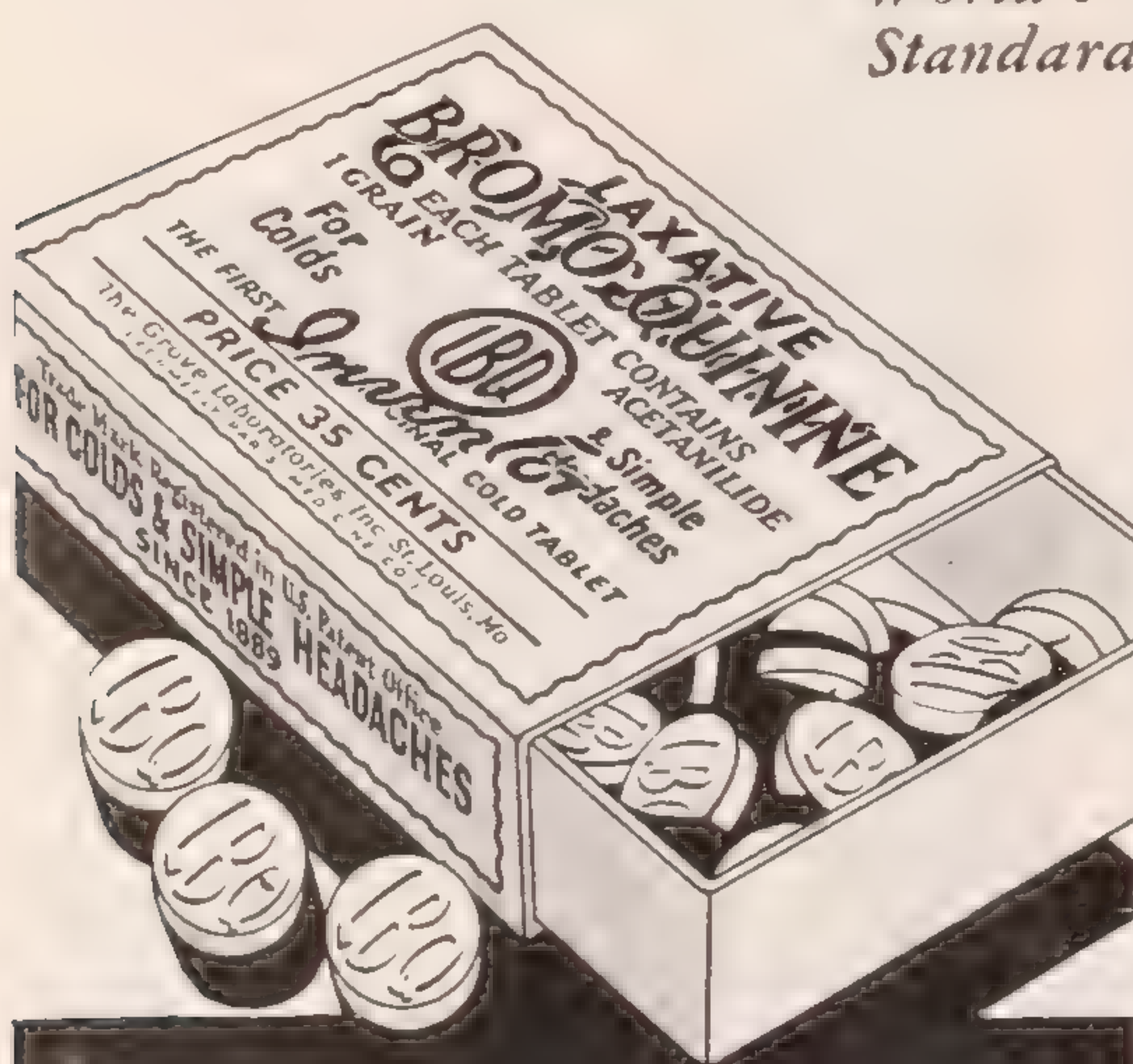
Grove's Laxative Bromo Quinine is what a cold requires. It is expressly a cold remedy. It is internal and direct—and it does the four things necessary.

Fourfold in Effect

It opens the bowels. It combats the cold germs in the system and reduces the fever. It relieves the headache and grippy feeling. It tones and fortifies the entire system. Anything less than that is taking chances with a cold.

Get Grove's Laxative Bromo Quinine at any druggist.

*World's
Standard*



GROVE'S LAXATIVE BROMO QUININE

Listen to Pat Kennedy and Art Kassel and his Kassel-in-the-Air Orchestra every Sunday, Monday, Tuesday, Thursday and Friday, 1:45 p.m., Eastern Standard Time, Columbia Coast-to-Coast Network.

You Can Have a Radio Career

(Continued from page 33)

the music and radio worlds are fast becoming closer associates and word-of-mouth among them will be the best possible advertisement of your talents."

JOE PENNER: "Your gift for comedy needs the training ground and acid test of the stage. Try your stuff in local theatricals first, amateur nights at nearby theatres, etc. I did. Don't copy anybody and don't be afraid to say anything you think will give the folks a clean laugh. That's how I hit on 'Wanna buy a duck?' and some other catch lines. They popped into my head and I said 'em to see what would happen. Try keeping a notebook like I used to of the gags that get the biggest laughs. When you get enough of 'em you can work up an act for vaudeville or burlesque. Stage experience will take kinks out of your stuff that no amount of small-time radio ever will. You've got to have a visible audience to know how you're doing. Make the customers guffaw loud enough in the theatre and the nearest network will hear the fuss. Simple."

ED WYNN (The Fire Chief): "Decide definitely what type of humor you have—whether you depend on material like Fred Allen, delivery, mugging and catch lines like Penner, a method of presentation similar to mine, or your own way—if it's a novel one that's all the better. Then do theatricals and local radio work for experience. Write your own stuff if possible; it will better you and give you more to offer. When you're sure you have something on the ball try New York or Chicago. But be certain to have enough saved to live six months without working because it will take all your time to consistently plug the casting directors of the webs. If after six intensive months you haven't clicked on an opportunity go home, improve yourself and try again. If you've got something good you'll get there."

PAUL WHITEMAN: "Frankly, if you want to become a maestro, you've got to know the right people. No matter how, but get to know them! One method involves becoming a musician with one of the better known bands on the air. You'll learn then what influential figures to see and how to reach them. Make yourself so dynamic a music personality that you can convince them you've got something over the rest of the boys. Then you're set. Contact is all-important in the orchestral field of radio."

GLEN GRAY (Casa Loma Orchestra): "Big bands grow from small town or school units who develop an unusual dance style that people like. Examples: Hal Kemp's Orchestra from the University of North Carolina, Fred Waring's Orchestra that was once a five-piece outfit in Tyrone, Pennsylvania. Put enough originality in the unknown band, play any engagements you can book, barnstorm all the radio stations you can. You'll gradually become known. It takes time to make big time, but you can do it."

JOHNNY GREEN (Musical advisor of one of the broadcasting networks and composer of "Body and Soul," "Easy

Come, Easy Go," "Night Club Suite," etc. "To the aspiring band conductor I recommend two things from my own experience. First, get your outfit sustaining programs, if necessary, on the large radio stations you can—for the good the band. Second, for the further good yourself, do any composing or arranging of which you are capable. Your own tune played by your band will do much to promote you. After you've done enough with these two items big-time offers ought to start popping."

GRAHAM McNAMEE: "The boy who aims at announcing will get a college education first to give him an equal footing with college competitors for radio jobs. He'll take as much English, music and diction as he can and he'll make good first on a local station. Then he'll apply (with the best recommendations he can get) via mail, or preferably in person, to a network. Don't worry, brother, you're crackerjack they'll grab you."

DAVID ROSS: "Network announcing positions aren't hard to obtain if you have first conquered the school of the small station. How to get in there? Hang around until they make a job for you. Do all types of announcing until you discover which you do best, then specialize on it. Go to the manager of your nearest network outlet, who probably already will have heard you, and show him what you are capable of. Take along a knowledge of several foreign languages. You'll need them."

LOWELL THOMAS: "The route to becoming a radio commentator is pretty roundabout. But I'd say briefly, collect first with plenty of Latin, Greek, Sanskrit and modern languages. Be a newspaperman for at least three years. Then get into a business that will take you around the world many times over. Learn all you can about everything you can. Then come up to you after that to distinguish yourself in writing, lecturing or some similar occupation which will undoubtedly bring you to the attention of radio. I'm afraid commentators just don't grow from announcers who attempt to work up without sufficient background. "Try my method."

CURTIS ARNALL (Buck Rogers): "You can knock radio dramatics for a long time if you have the right training behind you. I strongly endorse the preliminary grade of a good art theatre similar to the Pasadena Community Playhouse—others just as fine are scattered everywhere. At an art theatre you'll receive excellent instruction and big people will be watching and waiting to push you to the legitimate stage. Reach that and you have both opportunity and entree to squeeze New York dry for your radio chance. Notice the present crop of ether actors and you'll see ninety per cent of them are stage products. Don't overlook the local stations in New York for they can be stepping stones to the networks."

There you are—advice from the biggest and best—to help you who have ambitions for a successful radio career.

The Thrill of My Life

(Continued from page 15)

The music played softly, I vaguely heard myself speaking without a voice quaver or mistake. We were on and we went through it without an error!

How do they do it?

I don't know. It is one of the great mysteries of radio that one minute before you go on everything is in a turmoil and then when you step before the microphone everything is miraculously all right. You can't drop your script any more. You just can't forget your lines.

They laughingly explained to me that I thought my program had been in a turmoil, I should see some of them! Well, I think I saw as much as one weak woman could stand.

But I love it. And now that I am getting used to it, I think I would miss the confusion. On the "Coquette" broadcast we were changing lines and cutting the script a minute before we went on the air, because we discovered we were two minutes overtime. This naturally precluded the possibility of any final rehearsal. Yet none of the programs went so letter-perfect as this one.

Many people have asked me if I ever experienced microphone fright? And that is a rather difficult question to answer.

I always have been frightened when I am standing before the microphone merely as Mary Pickford. I mean, when I am just myself, making a speech for charity in tribute as I did at dear Marie Dresser's last birthday party. As Mary Pickford I am ill at ease, not at all sure of myself. This is also true of my stage appearances when I have nothing to do but talk directly to the audience. As much experience as I have had this is woefully frightening to me.

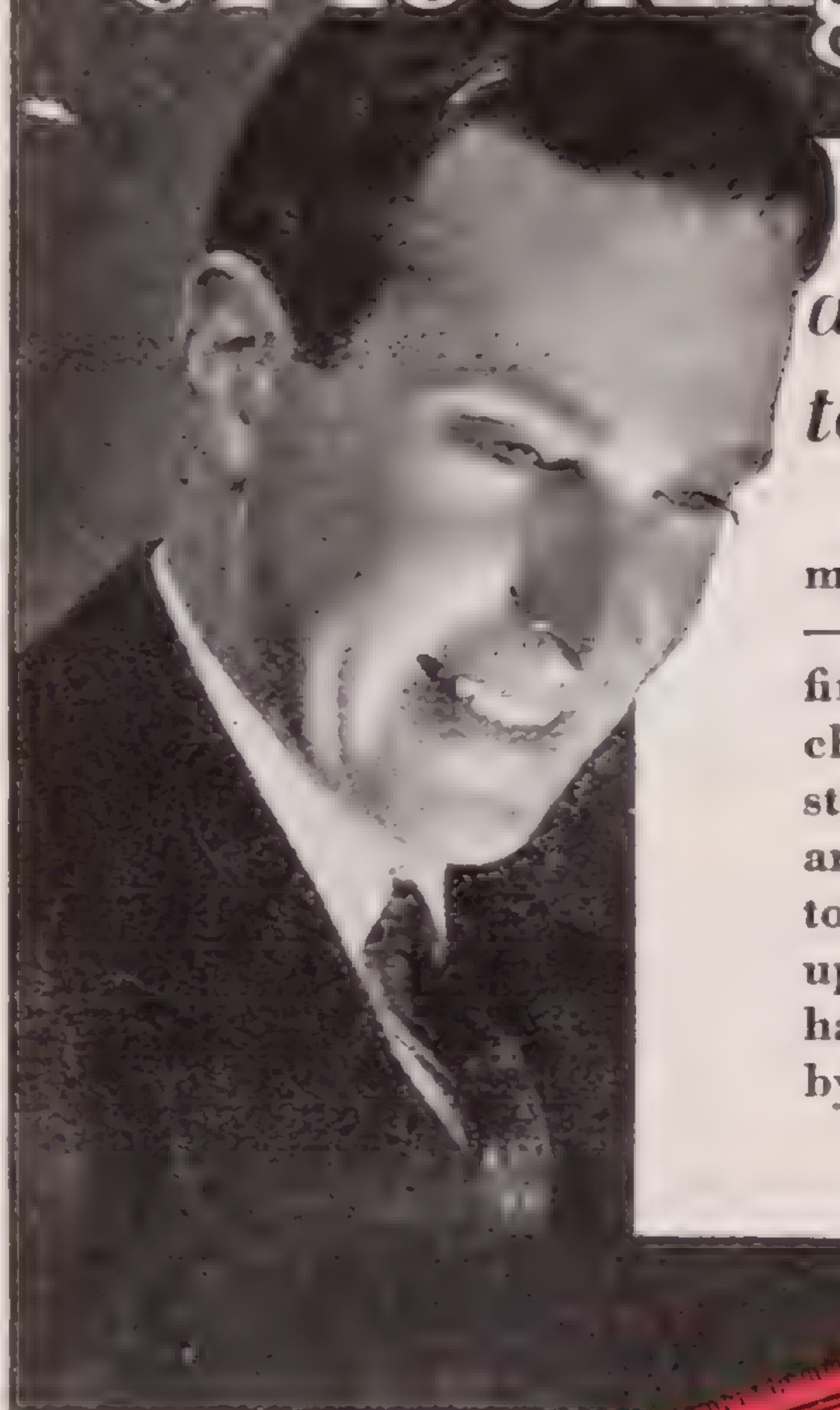
But when I can hide behind a character such as "The Church Mouse" or "Coquette," then I'm going to brag a little and admit I don't know the meaning of personal nervousness—except in that powerful hoping that everything will be all right!

At the present time I am devoting five or six a week to my radio programs, in assembling my casts and in rehearsals. Two days off are Thursdays and Sundays. And is it any indication of the way I feel toward radio when I admit that Thursdays and Sundays are the duller days I know?

* * *

Mary Pickford is on these stations each Wednesday at 8:00 p. m., EST: WEA, WTIC, WTAG, WEEI, WJAR, WCSH, WFW, WFBR, WDAF, WTMJ, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KSD, WOW, WHO, WCKY, CFCE, WNC, WMAQ, WIBA, WEBC, WKY, WDAY, KFJR, WPTF, WMC, WJDX, WSMB, WAVE, KVOO, KTBS, WOAI, WDA, KDYL, KPO, KGW, KOMO, KHQ, WJAR, KFI, CRCT, WIS, WRVA, WIOD, WFLA, WSM, WSB, KPRC, WJAX, WSTP, WFAA.

There are two ways of looking at Dentyne



as an aid to mouth health

Long ago people got necessary mouth exercise from chewy foods—but not today. Dentyne's extra firmness supplies this vigorous chewing everyone needs . . . It strengthens the mouth muscles and also encourages the mouth to keep itself clean, fresh, toned up. Chewing Dentyne is a health habit that is often recommended by dentists and doctors.



as a delicious gum

You can recommend Dentyne because of its delicious flavor, also. Everyone will agree that its delightful spiciness is completely satisfying. Its firm chewiness makes it still more enjoyable. Your friends will be delighted to learn of such a different, distinctive gum. Dentyne, you know, comes in a handy vest-pocket package—a shape that originated with Dentyne and has identified it for many years.



DENTYNE

KEEPS TEETH WHITE • MOUTH HEALTHY

Will They Kill Winchell?

(Continued from page 29)

of ridicule their enemy trains on them almost daily.

The answer is *no*, because Winchell is getting old—and with age the yen for respectability becomes stronger. The words he has invented are now in dictionaries. Gray-bearded professors write heavy articles about him. Walter likes these things. He reads, he studies, he yearns for a literary career—to earn a place beside Jonathan Swift and Thomas Carlyle and other brainy boys who grew great by throwing the harpoon at their fellow men.

Have you listened to him recently on the air—or read his column? Catch the note of sweetness and light. Watch him slickly try to alter the picture of Winchell, the Broadway mud toter, to Winchell, the Broadway good Samaritan. Both are Winchell, but the world doesn't change as easily as one man.

Whom does he fight with most? His managing editor, Emil Gavreau, the man who found him and taught him the trick of skinning a victim in the press without suffering the consequence. Why does he fight him? Because Gavreau clamors for more assault, more snoop, more mud—these things make readers—readers make money. Of all these things Walter is weary. He is growing mellow. But Gavreau's whip is across his shoulders—and it's go on for Winchell.

Where do the haters come from? From gossip relayed to the wide world, gossip that should have been kept secret. Names slandered, pride hurt, families disgraced, careers ended—these are the good iron loam for hatred. Wasn't it he who said "you must pump people for news . . . you can always manage to find a leak in the person who promised not to tell."

Not very dangerous, but important enemies are the rival columnists, those on other tabloid newspapers. Almost daily there is a leaf from the poison column in their oatmeal. Here are two examples, chosen at random:

"We know you don't give a damn about the petty pranks of our pupils—most of whose jobs were made possible by our pillar and the inventor of carbon copy. . . ."

"Things that put me to sleep: Echoes who alibi that they ape this column because they are 'under orders.'"

Yet he goes along merrily, making enemies. Does having enemies disturb the debonnaire Winchell? The answer is *yes*. The answer is also *no*. *Yes*, because you see it in his jitters, his nervousness—unquestionably Radio's most nervous performer. They tell me that at his debut broadcast he was shaking so hard he couldn't talk. A friend told him to take hold of a table and grip it hard to hold down the quivering—and so he managed to go through with it. But even today, supposedly a seasoned broadcaster, he is as jumpy as a three-ring flea circus.

His hat stays on his head—always. He loosens his necktie, pitches his coat to a chair—and he is off . . . *da-da-da-di-di-da*.

. . . He speaks so rapidly he loses his breath. When that happens he pounds the telegraph key. It is there as a sound effect, but principally to give him an opportunity to regain his breath. When the broadcast is over, he slumps, completely exhausted.

Superficially, these enemies don't bother him. He seems to glory in them. He brags about them. Someone wrote a book called the "Columnist Murder." The columnist in the story was Winchell to the flesh, a full-length portrait. Walter loved it, talked about it to the public.

But if you want to know what makes the Winchell wheels go around, read the story he printed in his column about James Gordon Bennett, owner and editor of *The New York Herald*. It is the Winchell slant on beatings, murders, and other things that may happen to him.

"On a couple of occasions, according to his own files, irate victims called at the *Herald* and horsewhipped Bennett.

"Stories of the whippings were prominent in the next day's paper and New York read them avidly. A heckler once accused Bennett of printing these stories to exhibit himself as a wronged man.

"'Wronged hell!' Bennett boomed 'there are any number of people in New York who have no greater pleasure than to read of me being hurt. They pay for the paper so I give them what they like.'

When Al Jolson knocked him down twice in the belief that Winchell was about to reveal the story behind his marriage to Ruby Keeler, did Winchell run in a corner and hide? No, he told the world about it—as James Gordon Bennett would have done. That's good journalism—and you have to tip your toque to that. Winchell is a darn good reporter.

Give the leopard credit for his spot. He was the first to interview the man who shot at President Roosevelt and killed Mayor Cermak of Chicago. He was the first to break the news of the death of Baby Face Nelson, of the Dillinger gang.

Oh, he's not all black, not by a cargo of facts. In parts he is shiny white. He has a way of hurling himself into crusades. When Hollis and Cowley, the two Federal agents were killed by Nelson, he campaigned for their widows. His campaign got them jobs. When Lyd Roberti was on the point of being deported, he raised hue and cry and stayed. Newark reporters were on strike. Who helped with contributions, benefit whatnot—Winchell. Then he lambasted the Nazis and Hauptmann. Every day he does his good deed, even though he is no member of the Boy Scouts. He sees a street car conductor help a blind passenger across the street. He asks in his column that the company give the man two days off for this gallantry.

They say in his favor that he will never discuss the peccadillos of a married man or woman in his column. He sees so and so with a blonde—and so and so is married and the blonde is no

FOR
Youthful
NATURAL BEAUTY



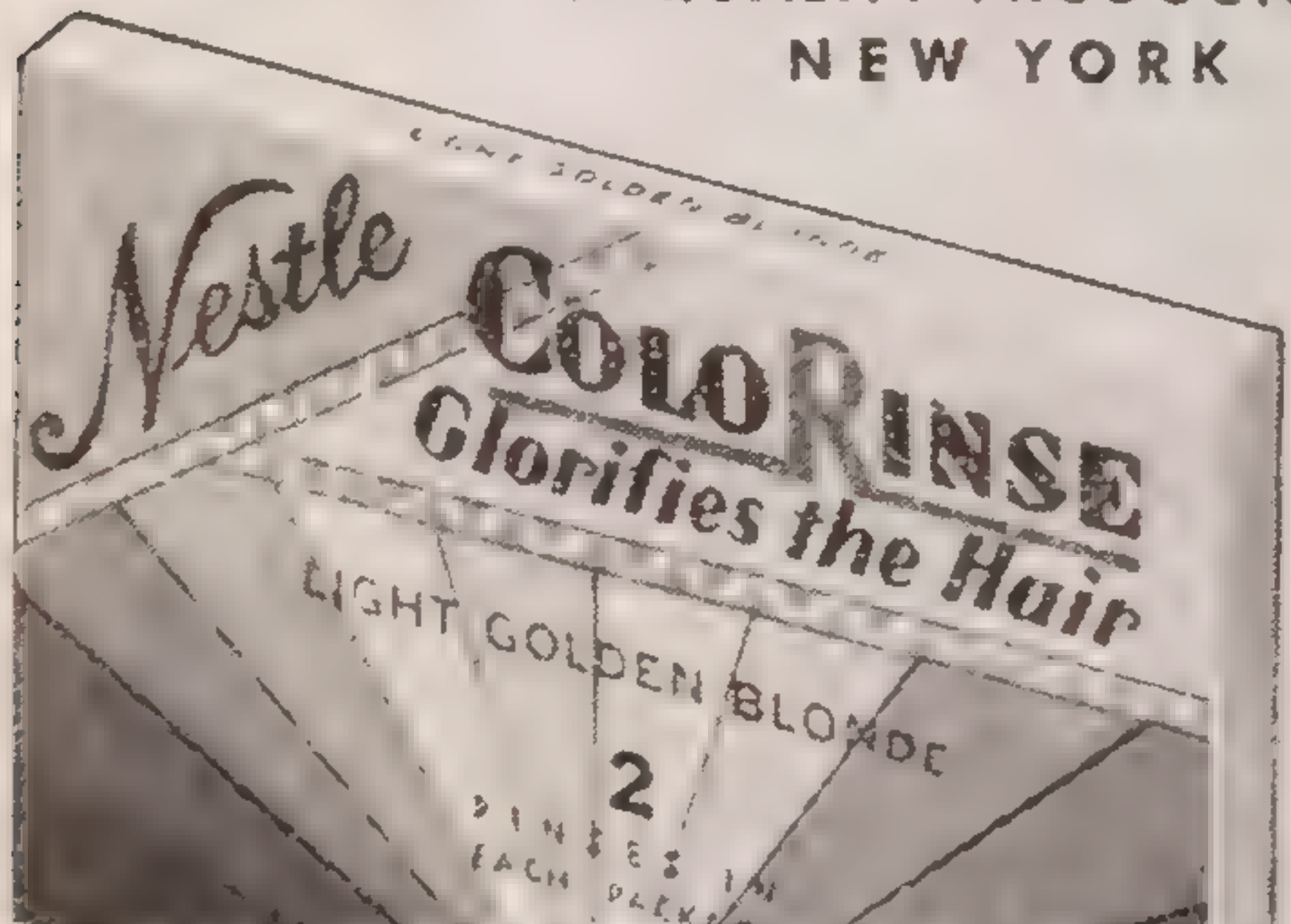
Nestle
COLORINSE

● Why let your hair get that harsh, faded, "worn-out" look? The popular hair dressing demands hair that is soft and smooth, with youthful color sleekness.

Colorinse in the shampoo wash will put subtle color toning into your hair with a soft, pliant lustre-fulness. Colorinse is harmless—not a dye or a bleach. Ten shades—choose the color to suit your hair.

Also ask for Nestle SuperSet, Nestle Golden Shampoo or Nestle Henna Shampoo

THE NESTLE-LEMUR COMPANY
MAKERS OF QUALITY PRODUCTS
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10c at all 10c Stores and Beauty Shops
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his wife—he says not a word to anyone. To get news you need friends, grateful friends, thousands of them—and Winchell, oddly enough, has them. His good deeds mount up and every good deed earns him a friend or a gang of them. His anti-Nazi crusade, for example, has endeared Winchell to practically the entire population of New York.

His mail comes in like a spring freshet. Letters of hatred, letters of hate. Hundreds of them. The most detestable are those from anonymous writers who attempt to get even with neighbors by whispering to Winchell the dirt they know about them.

Little news comes by mail. Most news comes from people like hotel managers who have a way of knowing what their celebrated guests are up to. From run-down reporters. From night club hostesses. From stool pigeons. At seven o'clock each night he establishes himself at his table in the Casino de Paree and there he sits as in an office until three o'clock in the morning. Anybody with a rumor to whisper or a fact to sell can find him there at these hours. Press agents, scandal venders, gunmen with bullets to shoot—they know the hangout and where they come.

His crusades on behalf of Department of Justice men have netted him scores of friends who give him the inside track on Federal news. Why does he print an item entitled, "Don't be a Joe McCreary" which reports that bellhops play tricks on guests who give no tips? Why? For the simple reason, it endears him to every bellhop in town, and what better source of keyhole news can you desire than the amalgamated bellhops of New York City.

Back of Walter Winchell's front line enemies are those who make no threats, who dislike him intensely, who despise him, a quite considerable army of enemies whose hatred is bottled up, who are not likely to punch or shoot. He makes them daily by insult, by ridicule, by exposure.

Items like these:

"Is the Eleanore Fairchild dancing at the Firenze with M. Sandino the daughter of Henry Pratt Fairchild, the nationally known sociologist . . . I am wondering . . ."

"Adele Astaire has no intention of divorcing Lord Cavendish. She gets along beautifully with his mother . . ."

"Will people like these kill Winchell?"

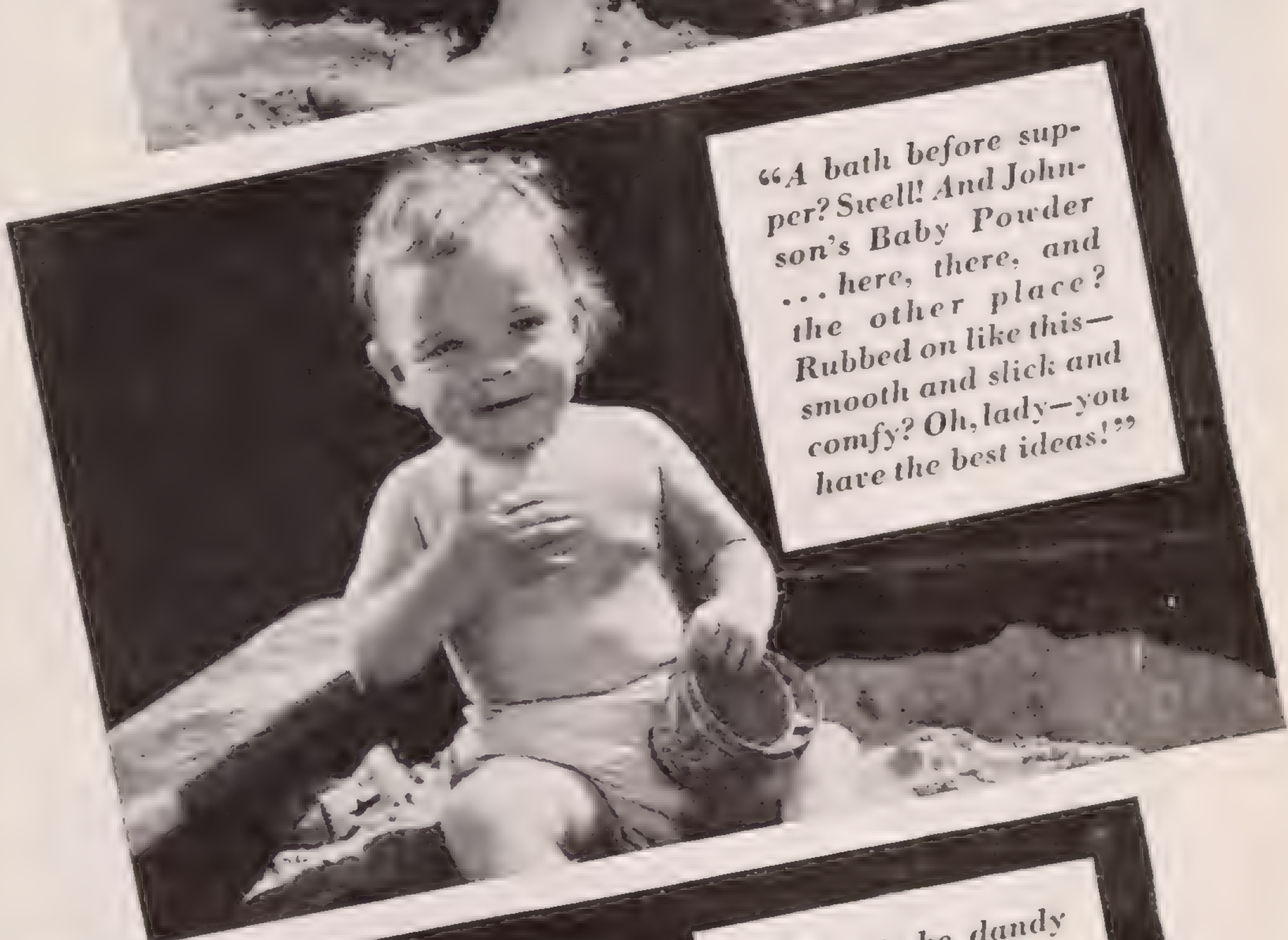
The answer now is *I don't know*. I tremble a little for this man who is trying to climb out of the muck on the back of his crusades for good causes. Items like the above appear every day. Sometimes they dud and hurt no one, sometimes they cause frenzy. He makes an enemy every time they appear. His enemies will write letters occasionally, to him and to his superiors. They end up in the same waste basket.

say *I don't know*, because some day they may offend a man who will not be satisfied until there's Winchell blood on his hands. I hope it never happens.

It shouldn't happen because Walter, after all, is going the road travelled by important men. Their early days are full of stories of bitter, ruthless, frequently bloody fights to get started. Most of



"Jim-in-ee crickets! I'm glad you came along! Feels like half the sand in this box is inside my diapers. I'm getting all scratched up where I sit down. What'll we do about it, Mother?"



"A bath before supper? Swell! And Johnson's Baby Powder . . . here, there, and the other place? Rubbed on like this—smooth and slick and comfy? Oh, lady—you have the best ideas!"



"Won't it be dandy—that soft, tickly feeling when the nice powder gets into my creases? No wonder I'm the best baby on this street! My skin feels so good I never know I have it on!"

"I'm Johnson's Baby Powder—the kind that makes babies happy! I'm made of Italian talc—try me between your thumb and finger...I 'slip' like satin. No gritty particles as in some powders. And no zinc stearate or orris-root...You'll like my pals. Johnson's Baby Soap and Baby Cream, too!"

Johnson-Johnson



"ARTIFICIAL LITTLE DOLL" *he Thinks*

NOT A
BRAIN CELL
WORKING..
EXCEPT FOR
THAT ETERNAL
PRIMPING
AND
POWDERING



STOP "MAKE-UP-WORRY" *With This Vitally Different* FACE POWDER!

HOW many girls lose love because of that everlasting powder puff! To any sensitive, well-bred man, constant primping and powdering spells artificiality! Yet it's so often not ill-breeding but "nervous powdering"—the result of ordinary powders that don't cling and don't look right.

Utterly Moisture-Proof

Find out, as thousands of other women have, the amazing difference in Golden Peacock Face Powder. Not expensive—yet it contains two important advances. It is made with selected French ingredients—and every ingredient is moisture-proof! Skin oils can't absorb it, leaving your face shiny. It can't mix with these oils or with perspiration to cake, or to clog and coarsen pores.

Four Times Finer

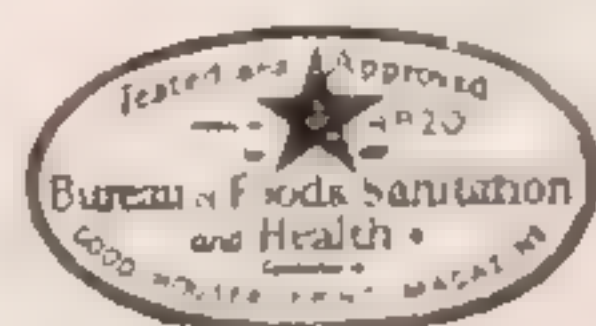
And, due to a costly new process, Golden Peacock Face Powder is four times finer than any other powder we know of! It blends with your skin a new way. It ends that artificial, made-up look. Instead it creates that natural, peachbloom perfection.

Get a 50c box at any good drug or department store; or try the generous purse size—10c at any 5-and-10c store. Or send name and address with 6 cents in stamps, to Golden Peacock, Inc., Dept. C-203, Paris, Tennessee, for generous size box sufficient for three weeks. Be sure to give your powder shade. Four ravishing tones, that bring out the finest features of your complexion.

At Drug and Department Stores . . 25c - 50c

At All 5-and-10c Stores, 10c

Golden Peacock
Face Powder



them have done everything except murder to achieve a position of prominence. For Winchell's case, there is the precedent of his big boss, William Randolph Hearst, who with his wife would not be received by New York society.

How did Hearst get in? He blasted at society in precisely the same way Winchell is blasting. When he had gone on for about six months the Four Hundred came to him begging for mercy.

Walter Winchell is an East Side boy, thirty-seven years old, who was born with an ambition to throw a lump of coal at a silk hat. In the years he has written his column, he has thrown the biggest lump of coal ever thrown at the biggest silk hat ever worn.

I think he would like to quit, write a book, produce a tamer more literary column, make fewer enemies—but he can't do that and keep Mr. Gavreau happy. He can't do it and keep on earning \$150,000 a year. It's a mighty soft bed he has made for himself, but they say if you sleep too long in a soft bed your body gets

soft and you get sores in all your joints.

The heroic thing for Walter Winchell to do would be to lay it along a jolly old line, tell his makers he'll write his own kind of column, leave private lives alone, point out that other men have made a success of columning without a keyhole to guide them. He'll win a much greater and more abiding glory that way and he won't—this talented, good-hearted guy with the chip on his shoulder—in such danger of winding up face down on a marble slab.

* * *

Walter Winchell is on these stations each Sunday at 9:30 p. m. EST: WBZ WBZA WBAL WSYR WHA KDKA WGAR WENR KWCR KWK WREN KOIL WMAL WLWJ and on these in a repeat broadcast at 11:15 EST: WSM WMC WAPI WJDX WSMB WKY KTF WBAP WOAI KTBS KPRC WAV KOA KDYL KGIR KGHL KFI KGW KOMO KHQ KFSD KTA

Broken-Hearted, Yet He Laughs

(Continued from page 45)

A record for those days!

After the "Carnival" came "The Perfect Fool." After that "The Grab Bag." Ed Wynn was back on Broadway, feeding on clover. The boycott was broken. The managers came to him, hats in hands. One of them, George White, followed him to Europe to sign him for \$5,000 a week, a high in salaries.

Did it take nerve? Answer for yourself.

And now take a peek at his radio venture. It started with a fanfare of trumpets. The announcement was swell. The Amalgamated Broadcasting Company, Ed Wynn, president, was going to be the third chain in Radio. It was going to make the other companies work hard to keep their laurels. The networks' executives gnawed their nails and watched Ed Wynn.

With characteristic enthusiasm, the president of the new company tossed his money into the venture. With characteristic innocence, he left most of the management to others while he filled theatrical, movie and radio engagements. The success of the venture meant more to him than anyone will know. It was an opportunity to do on the air what he had dreamed of doing and never been able to do on Broadway.

THEN suddenly he caught a glimpse of chicanery, of fraudulent dealing, of graft. There was dissension, quarreling. It all looked sour to Ed Wynn—this venture which had already swallowed almost all the money he had saved, \$250,000. He made his decision. One morning he picked up his private papers and walked out. He was through.

That also took nerve. He turned his back and forgot it. Forgot the dream of a lifetime, forgot the opportunity to rank with presidents of networks, forgot the \$250,000. There are a great many people

however who are seeking to make him remember. Today there are close to 3 suits against him involving claims totaling far more than his original investment.

Could you be gay with one laws hanging over you? Think then of the F. Chief, who succeeds each week, not only in being gay himself, but in infecting several million listeners with his own joy. His one thought, since the Amalgamated fiasco, has been to rebuild his fortune and that he has done cheerfully until the other day.

That was the day the whispers about his wife culminated in a suit brought by one Samuel Greenberg and his wife, asking \$15,000 payment for services rendered Mr. Wynn. There is also another suit asking compensation for injuries alleged to have been suffered while performing the services.

Ed Wynn asked me not to discuss his personal life. I am deliberately disobeying this request because in making it he was being unjust to himself. Only the strobe white light of public discussion will bring this and similar attempts to discredit radio artists by attacking their private lives.

As a matter of rockbound truth, Ed Wynn doesn't give a whoop, personal what or how much they say about him. Neither does he crave the protection of a Chinese Wall of silence about his wife who is an independent individual, well able to take care of herself.

Mud slinging of this type disturbs him because it gets printed in the newspapers and his mother reads them. She's a big old lady, who knows little of Broadway and less of the way of a reporter with a story that happens in court. In a way she believes what she reads in the papers word for word, and an unfriendly report about her son and his wife might prove a great shock to her.

Smooth Hands find Station "L-O-V-E!"

HIS the comedian sought from the outset to prevent by requesting the court to try the case in secret—and if not, at least excuse him from giving testimony. Both requests were denied.

The complaint of the Greenbergs stated that Mrs. Greenberg had served Hilda Wynn as an attendant. She was engaged for this purpose by the comedian who told them to spend all the money necessary to keep his wife in a state of contentment. This, the complaint said, was difficult because Mrs. Wynn was a temperamental person, and who in certain moods attacked her husband and her eighteen-year-old son. They complained further that Mrs. Wynn, on a trip to Havana, had become noisily abusive and once had struck Mrs. Greenberg hard enough to cause her to be confined in a hospital.

Wynn described the complaint as "false in every particular." In his plea, requesting the court to excuse him as a witness, he denied all the charges—denied them emphatically. He went further. He charged that they were threatening to bare the intimate details of his private life, simply for the purpose of obtaining payment of a debt which did not exist.

Mark you, the courage of this man. There are almost 300 suits pending against him. Their total value—if and when collected is only a little less than \$500,000. In comparison the demand of the Greenbergs, especially with its threat of scandal, is a trifle.

By paying all or part of what they ask, Ed Wynn could silence them. He could halt the suit in ten minutes—simply by picking up a telephone. He could also, by this act, protect his mother. But if he did this, he would be craven, a coward, false to the principle of courage and decency which has animated all the days of his life. He would be betraying his companions, the stars of screen and stage and microphone who are all potential victims of this kind of lawsuit.

I have no doubts of the outcome. Wynn, the undefeated, is protected by the god of war who loves courage, and the god of little children who loves clowns.

What worries me is that it may affect the fun he bubbles into the mike every Tuesday night. How long can he go on giving the world contagious *funitis* and *ughobia* when he himself hasn't got them? There's a limit to Pagliacci laughter. How long, I wonder, can a harlequin, with a breaking heart, go on obeying the command: Laugh, clown, laugh!

* * *

Ed Wynn is on the following stations each Tuesday at 9:30 p. m., EST:
VEAF WTIC WTAG WEEI WJAR
VCSH KYW WFBR WRC WGY
VBEN WCAE WTAM WWJ WKBF
VMAQ KSD WHO WOW WDAF
VTMJ WIBA KSTP WEBC WDAY
KFYR WRVA WPTF WWNC WIS
VJAX WIOD WFLA WSM WMC
VSB WJDX WSMB WSOC WAVE
KVOO WKY KTHS WBAP KTBS
KVOAI KOA KDYL KGIR KGHL KPO
KFI KGW KOMO KHQ KFSD KTAR
KPRC WLW WTAR



Your hands were born to be loved and kissed! They were meant to give him a smooth soft thrill! So get that exciting lovable smoothness quickly with Hinds Honey and Almond Cream!

Hinds soothes chapping, roughness and sore cracked skin at once. Yes, it works so fast because Hinds is *liquid cream*. Rich in softening oils, you see. Hinds does much more than leave a

slick surface-coating that lasts only an hour. When you rub in Hinds, it soaks the skin deeply with healing balms and beauty oils. It softens dry harsh skin into silky-smoothness.

Keep ugly roughness, redness and chapping away—use Hinds after housework and always at bedtime! Hinds gives such economical care—25¢ and 50¢ at your drug store, 10¢ at the dime store.

Hinds

Honey and Almond Cream

It Pays to Take Chances

(Continued from page 46)

"It's the perfume
I never can forget"

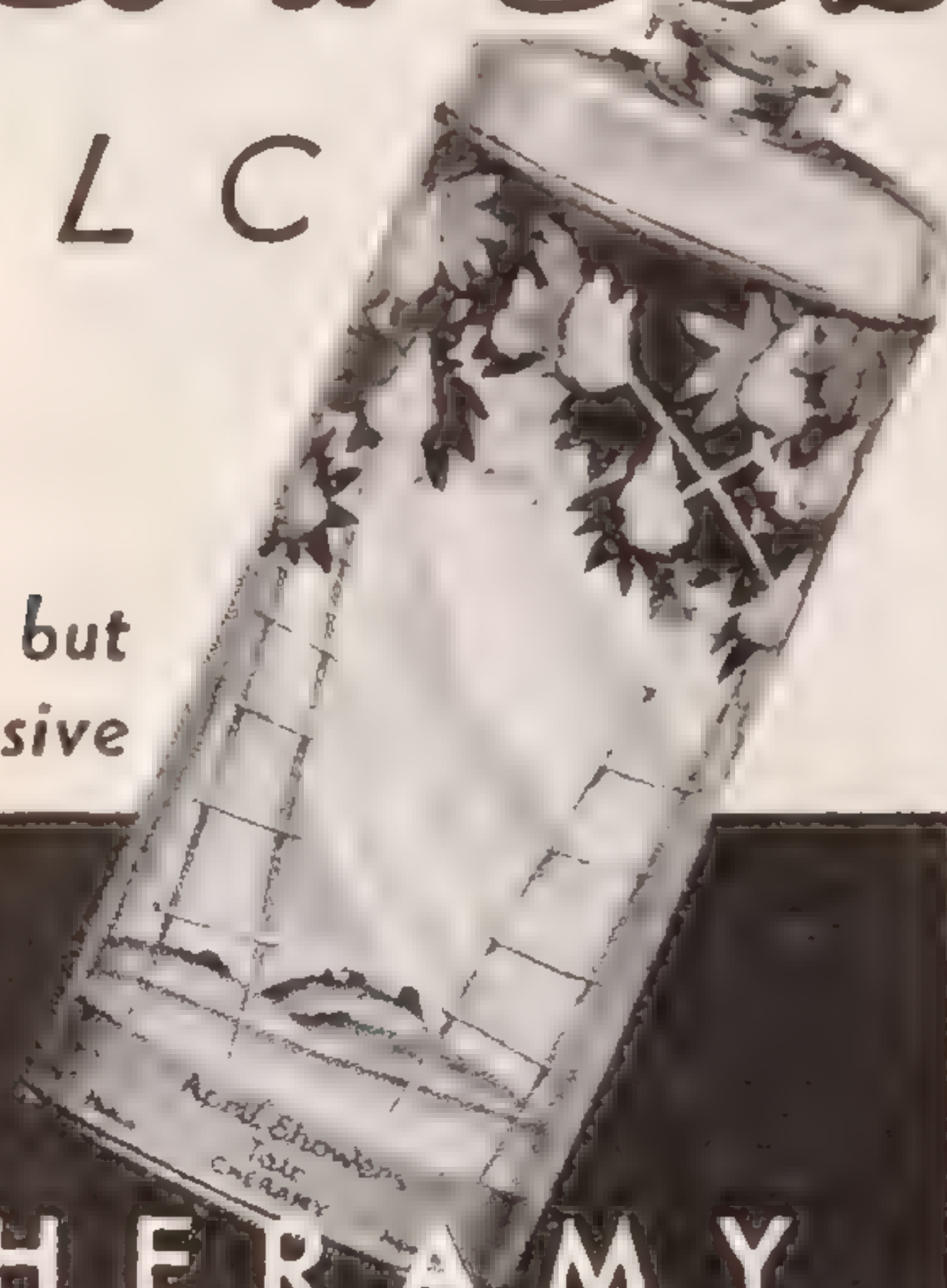


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Talc. There's luxury supreme in its
soothing touch. No wonder April Showers
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Only 25¢
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Saves Money!

WONDERFUL FOR CLEANING Neckties,
Scarfs, Dresses, Sweaters, Gloves, Hats,
Spats, Auto Upholstery, etc. Odorless . . .
non-explosive. Just dip, rinse and dry.

Home Dry Cleaner Lab., Uniontown, Pa.

On Sale at Leading 5 & 10c Stores

accord the judges proclaimed him the winner.

His family was so proud of him, they looked up friends in New York with whom he could stay. Of course, Freddy's razzberries remained undelivered.

Thus, the first time he tried it in a big way, Meredith found it paid to take chances. Although he was too young to realize it at the time, he was really laying the foundation for his future attitude toward life.

The second crisis came at college.

After a year and a half at Amherst, Buzz decided to quit. But he needed money.

Again the luck that smiles on the audacious favored him.

The college announced a public speaking contest with a prize of \$100 to the winner. That \$100 was tempting. The trouble was it was tempting practically every student, so what chance would he stand?

But in the singing contest Meredith had learned that if you try, you may lose, but at least you stood a chance of winning. If you don't try, well, then you're licked before starting.

The contest lasted four days, at the end of which three finalists were chosen. Burgess was one of them. The three were asked to repeat their recitations. Then the judges went to another room.

"That," according to Meredith, "was the longest ten minutes of suspense I ever lived through. Our eyes were glued to the door. At last it opened and the chairman of the judging committee came out. Slowly he walked up to the platform, raised his hand for silence, and then announced very simply, 'The winner is Burgess Meredith.' Boy! What a thrill!"

Again Buzz collected for taking a chance.

Crisis No. 3. It was the biggest in Meredith's life, so full of danger was it, that if he hadn't given the right answer at the proper time and then had the audacity to work his way out of that perilous situation, it would have been all over with him.

Here's how it happened. After leaving college, Buzz came to New York. He drifted from one job to another. None lasted more than a few months. His funds ran low. Finally they ran out altogether. For two days he tramped the streets, hungry and homeless.

Then he met a casual acquaintance who insisted that Buzz accompany him home. He stayed a week, regaining his lost strength. All that time he wondered what his host did for a living. He always had plenty of money, yet was vague about his job.

But he soon showed his hand. He was a "fence" for a gang of crooks, disposing of the stolen goods for them. Now that Buzz was stronger, he made a place in the gang for him.

Meredith was on the spot. What could he do? He realized that he was at the crossroads in his life and much depended on his answer. On the one hand, he could make a lot of money. Of course, there

was the possibility of arrest and imprisonment. That wasn't so attractive. Buzz neither was starving to death. And the might not even let him do that. Gangsters and their associates generally use bullets to answer arguments.

Meanwhile the "fence" was watching him closely, waiting for his answer. "Say, it's nice of you to want to take a chance," replied Meredith, weighing his words carefully, "but I'm still a bit weak. Give me a few more days to get set."

Believing that he had consented, the "fence" let matters rest. But for Buzz there was no resting. Not until he gotten out of this jam.

He left the house for a stroll. While he walked, he kept asking himself over and over again: What was he to do?

Unmindful of his destination, he suddenly found himself at the waterfront. Tied to the dock was a freighter. With a sudden determination, he went aboard in search of the captain. So earnestly did he plead for a job that he was signed up as an ordinary seaman. That night they sailed for South America.

Nerve had licked the third crisis.

Ordinarily, there would be little connection between Buzz as an ordinary seaman and Buzz as a future Broadway star. Nevertheless, it was on this trip that the connection was made.

One night Meredith was standing to watch on the bridge. Thinking himself alone, on a sudden impulse he began to recite the piece that won him the \$100. Half way through he was joined by another voice, that of the third mate.

As a youth, this officer had been a member of the National Theatre in Stockholm, Sweden. Therefore he appreciated the excellence of Meredith's recitation. He told him he belonged on the stage and for the rest of the trip he gave Buzz many lessons in stage technique. That was the first time Buzz thought of a career in the theatre.

Back in New York again, Obstacle No. 4 loomed on the horizon—how to get a job in the theatre?

A friend gave him a letter of introduction to Eva LeGallienne of the Civic Repertory Theatre. But what's a letter to a young man accustomed to getting things for himself?

Instead of presenting the letter, he put it in his pocket and presented himself to the actress and asked for admittance to her school of the theatre. Probably no other gesture on his part could have won her so quickly to his side. She immediately became interested in him. After a short apprenticeship, his work with the student group was so good that Miss LeGallienne gave him a contract as a regular member of her company.

By his own initiative he achieved his fourth goal.

In the next three years he appeared in a number of plays. His biggest hit was the role of a college boy in the comedy "She Loves Me Not." A talent scout from one of the networks was so impressed

With his work that he invited Meredith to the studio to audition for the part of Red Davis.

Out of curiosity he went. But at the radio he found eighty-three others waiting to audition for the same part.

Meredith was stumped. Should he re-join? Would it be worth his while? After he had already established himself in the theatre. Why bother about a new field? He couldn't give up that easily. He simply had to find out what it was all about.

Patiently he awaited his turn. Hours passed. At the end, Meredith and four others were asked to return the following day for further auditions.

The next day two more were eliminated. Buzz was still in the running.

The third day's audition. Just two contestants, and Buzz was one of them.

The fourth day . . . a very difficult script. After hearing both contestants the judges unanimously decided that Buzz must play Red Davis, radio's typical American boy.

His tenacity not only brought him through his fifth crisis, but even opened a new career to him.

Today, still in his early twenties, Burgess Meredith has every reason to be proud and self-satisfied over his achievements. But he isn't. He simply feels that he has vindicated his faith in himself. What his sixth great crisis may be, only the future can tell. But you can bet he'll find some way to overcome it.

* * *

Burgess Meredith is on these stations each Monday, Wednesday and Friday at 10 p. m., EST: WJZ WBAL WMAL WBZ WBZA WSYR WHAM KDKA ENR KWCR KSO KWK WREN DIL WIBA KSTP WEBC WRVA PTF WIS WWNC WJAX WIOD FLA WSM WMC WSB WJDX SMB WKY KTBS WTAR WAVE OAI WKBF WSOC WFAA KPRC LW KOA KDYL and on these in repeat broadcasts at 11:15 p. m., EST: KO KFI KGW KOMO KHQ KFSD DA KDYL.



She is known just as Maxine and is featured soloist of the "Hour of Charm," on Thursday evenings.



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Just mail coupon for the most complete book ever written on eye make-up. Note also trial offer.

• • •

A

MESSAGE

FROM

LOUISE ROSS

A MAN'S ADVICE TO GIRLS

Daring, but sincere — taken from a letter to Louise Ross



"This is pretty frank—a girl is a dumb-bell who fails to beautify her eyes. A girl may have lovely features and skin, yet have dull, dreary eyes, with no life, no sparkle. A fellow may admire her figure, but too often when he looks into her eyes, he cools off suddenly. I often wonder why so many girls are still asleep at the switch—when it's so easy to give eyes depth, glamour and sparkle by a minute's application of Winx Mascara. Most girls use every other cosmetic yet neglect their eyes—called 'windows of the soul' by poets."

A REPLY BY LOUISE ROSS

Noted Beauty Expert

"My friend, it's unfortunate that too many girls *think* their eyes are lovely and fool themselves. Smarter ones accent their lashes with Winx Mascara and are delighted at the lovely effect and would never give it up. Fortunately, more and more girls are glorifying their lashes with Winx—the superfine mascara, so safe, smudge-proof, non-smarting."

Now a word to girls—why do *you* delay beautifying your eyes? It costs only 10c. to see how Winx transforms your lashes,

making them long, lustrous, alluring. Generous sizes for sale at all 10c. counters. Note other Winx eye beautifiers listed below.

To know all the secrets of eye charm, mail the coupon for my free booklet—"Lovely Eyes—How to Have Them." If no 10c. counter is handy, send for generous purse size—note offer.

Louise Ross

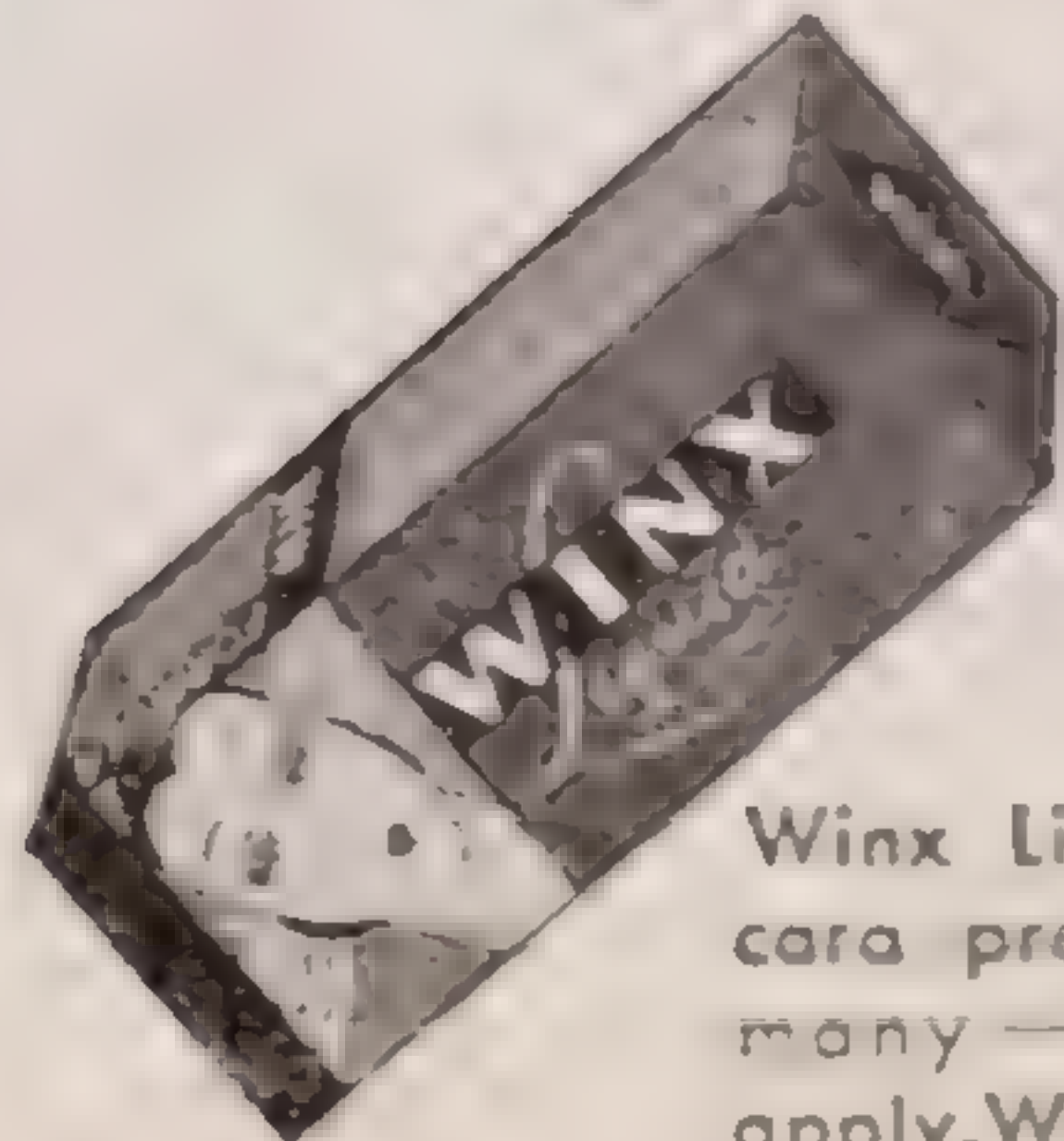
WINX 10¢

EYE BEAUTIFIERS

Winx Eyebrow Pencil molds brows into charming curves.



Winx Cake Mascara darkens Lashes instantly, perfectly



Winx Liquid Mascara preferred by many — easy to apply. Waterproof.

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Mail to LOUISE ROSS, 215 W. 17th St., New York City

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If you also want a generous trial package of Winx Mascara, enclose 10c, checking whether you wish ☐ Cake or ☐ Liquid ☐ Black or ☐ Brown.

M-3-35

Appetite gone?

- ✓ losing weight
- ✓ nervous
- ✓ pale
- ✓ tired



**then don't
gamble
with your body**

Life insurance companies tell us that the gradual breakdown of the human body causes more deaths every year than disease germs

IF your physical let-down is caused by a lowered red-blood-cell and hemo-glo-bin content in the blood—then S.S.S. is waiting to help you...though, if you suspect an organic trouble, you will, of course, want to consult a physician or surgeon.

S.S.S. is not just a so-called tonic. It is a tonic specially designed to stimulate gastric secretions, and also has the mineral elements so very, very necessary in rebuilding the oxygen-carrying hemo-glo-bin of the blood.

This two-fold purpose is important. Digestion is improved... food is better utilized... and thus you are enabled to better "carry on" without exhaustion—as you should.

You should feel and look years younger with life giving and purifying blood surging through your body. You owe this to yourself and friends.

Make S.S.S. your health safeguard and, unless your case is exceptional, you should soon enjoy again the satisfaction of appetizing food... sound sleep... steady nerves... a good complexion... and renewed strength.

S.S.S. is sold by all drug stores in two convenient sizes. The \$2 economy size is twice as large as the \$1.25 regular size and is sufficient for two weeks treatment. Begin on the uproad today.

Do not be blinded by the efforts of a few unethical dealers who may suggest that you gamble with substitutes. You have a right to insist that S.S.S. be supplied you on request. Its long years of preference is your guarantee of satisfaction.



**the world's
great blood
medicine**

**Makes you
feel like
yourself
again**



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They Aren't Allowed to Live!

(Continued from page 39)

But on the day of their scheduled broadcast, the three Pickens Sisters stood before the mike wah-de-dahing as only they can. It didn't matter that Patti was suddenly transplanted from the quiet, sheltered atmosphere of a large Georgia plantation to the hustle and bustle of a studio within forty-eight hectic hours—it didn't matter that bewildered little Patti didn't really want to leave Georgia and all of her friends, and miss her first prom. No, all that didn't matter. The trio was saved.

No one was the wiser, and from then on Patti was an established member of the team. They were riding on the crest of the radio wave, when another incident, even more serious than the first, threatened.

Jane is the ringleader, so to speak, of the girls. It is she, you know, who arranges their fantastic harmonies. It was she, more than the other girls, who was really destined to be a singer. But the opera and concert field was her goal. She kept up her studies with big professors in the hopes that some day she would be able to see her dreams come true. Well, it seemed as though that day had finally come. A famous opera impresario heard her clear, thrilling mezzo-soprano voice, raved over it and urged her to embark on a concert tour of Europe which he would arrange.

Helen and Patti were so happy over Jane's good luck they couldn't possibly see the danger signal ahead.

There was the business of reorganizing the trio once more. This time Grace was called in. For days they worked without Jane, just to get used to this new combination. Finally they called her in to pass judgment.

They had hardly gone through a few notes when Jane bounced out of her seat. "Look," she interrupted. "That's not quite right. Now here. . . ."

The girls started another song, and the same thing happened. On and on it went. Inside of an hour, Jane was in her accustomed place, between Patti and Helen.

At the end of their last number, as she suddenly became aware of her position the truth struck home. With her to lead and direct as of old, the Pickens Sisters could go on. Without her, never. She sat down to think it over. A flood of imaginary scenes swept over her. She could see herself touring the European stages, could see herself surrounded with glory as prima donna in some beloved opera. That was her life, yet. . . .

She looked at Patti and Helen. What would happen to them? They had entered upon their careers with such high hopes and now it was up to her to decide whether they would continue—or fade. That settled it. She went to the phone and dialed the impresario's number. And in the short, quiet conversation with him she gave him her answer. It was an answer which doomed her own operatic career—but saved the career of the Pickens Sisters.

They had passed through two critical periods, and it looked as though no other bugaboo could come between them. But they figured without that "ole debt Love." It hit Helen—and indirectly Jane and Patti, with almost alarming results.

The girls were in Hollywood working on the picture "Sittin' Pretty" when Helen met Salvatore. He was dashing, handsome and of a royal Italian family. "Torie," as the girls affectionately nick-



"Lazy Dan, the Minstrel Man" (Irving Kaufman) with one of his little Danettes, Carol Lee Kaufman, age four.

De Bell

named him, hung around Helen with lover-like persistence, and Helen did nothing but moon and sigh over him.

WHEN the girls were ready to leave New York the bombshell burst. "I'm not going back," Helen announced.

"But we're booked for that new air commercial," Jane said, puzzled, "and we've got to return."

Then the news came out. Helen and Torie were going to be married. Torie's business was here in California. Helen's place was by his side. Patti, looking back at her lost childhood, and Jane looking back at the ashes of her thwarted career, made up their minds that the trio wasn't going to stand in the way of Helen's happiness.

But their thoughts were troubled as they rode home. What could they do now? The Pickens Sisters had become a radio institution by now. Their fans knew Jane, Patti and Helen. Their pictures were plastered in fan magazines, were even now being released in a motion picture. They couldn't substitute another girl now as they had done in their pioneering days. It looked as though it were really the end.

A few days later, Helen, still in California, was listening to her radio. She heard an announcer say, "The program of the Pickens Sisters scheduled for this time will not be heard." To Helen those words sounded like a death chant.

Two days later she was in New York. "I couldn't go through with it. When I discovered that it would break up the trio, I realized how selfishly I was acting."

Acting selfishly? Just because she wanted the right to consummate her love in marriage. How many other girls would think that way? But Helen had learned by now that she had no right to think for herself like the average girl.

Fortunately for Helen, her story ends happily. Torie dashed to New York to join her. In one of the quickest weddings on record, he and Helen were married in a Park Avenue church the day after he reached the city. He has started a new business here in New York—but I wonder what chance at happiness Helen would have had if Torie weren't the sentimental, impetuous Latin that he is.

However, this doesn't settle their problem by any means. For instance, what if Helen should want a baby? Any other singer or actress would just take time out for the event and kiss her career adieu for a while. I think that's what Helen would like to do. After all, Torie has enough money to support her. What she would like to do is settle down and raise a family, keep a home for him, travel with him to Italy, meet his family. What bride wouldn't? But Helen knows that if he were to satisfy her natural desires, it would be Patti and Jane who would suffer. This may be their next problem. Will they be able to hurdle it as they have the others?

And so it goes. That's why I said at the beginning that not one of the three girls dares live or think for herself. You know why now.

* * *

The Pickens Sisters can be heard over WEAF AND WJZ and associated stations.

Worry ON THE DAY

HE'S "QUIET AS A MOUSE"



CLATTER . . . bang . . . crash . . . what a din one small boy can make! Hard on your ears, yes—but proof that there's no need to worry about the young Indian's health.

Worry—rather—on the day he's "quiet as a mouse." When the house is ominously still . . . the toys lie neglected on the floor.

Then, you may be sure—something is wrong! And the chances are that it is constipation.

90% of all children affected

Even though your child is "regular," his elimination may not be thorough. 90% of all children, doctors have found, are affected by constipation. Your safest course, when a youngster becomes dull and droopy or irritable and rebellious, is to give a laxative.

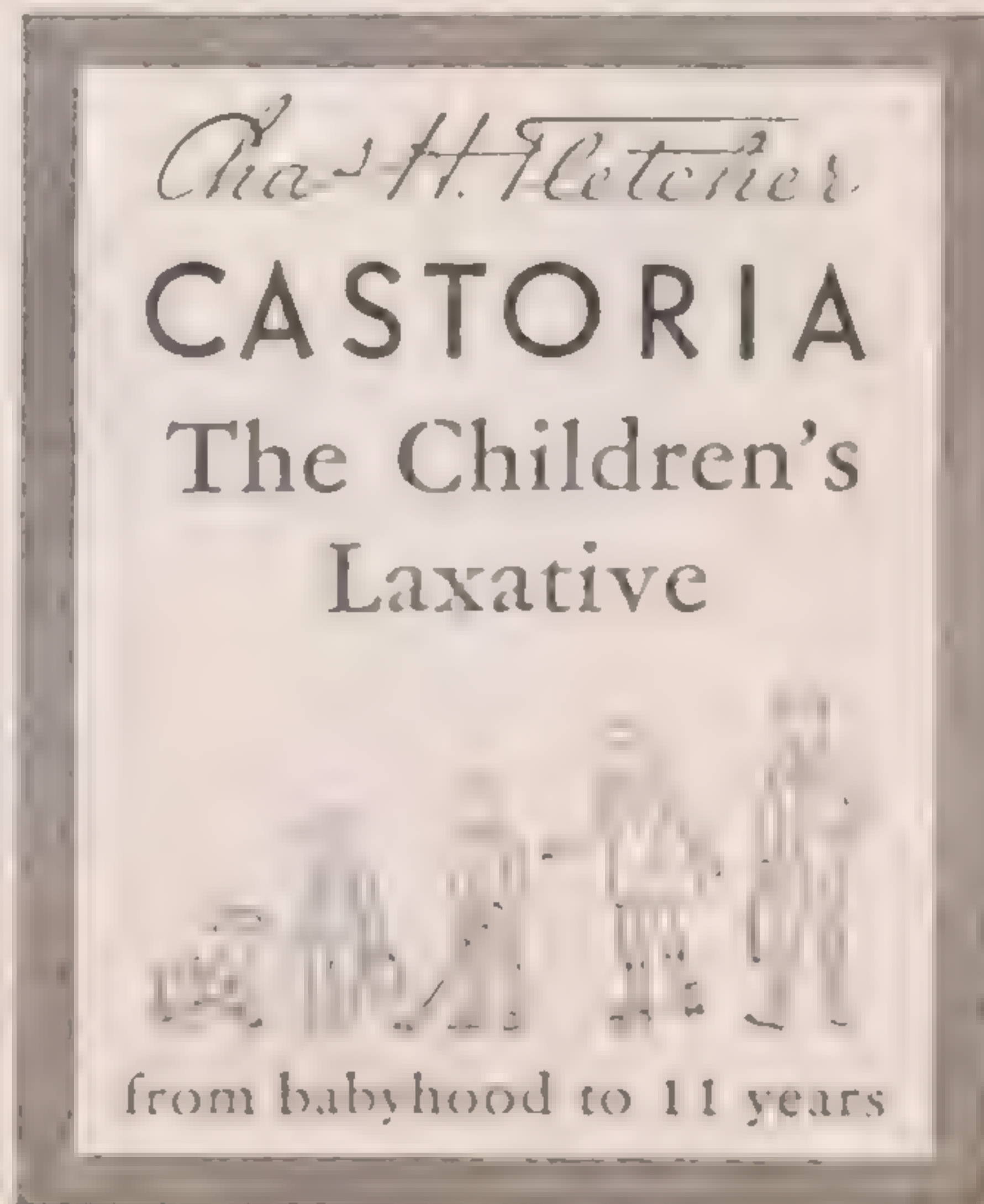
But—give a child's laxative. Give Fletcher's Castoria! It will never cause painful cramps nor act so severely that the system's normal regularity is upset.

Made especially for children

Fletcher's Castoria is made *especially* for children. Ask your doctor about it. He will tell you it contains no harsh purgatives, no narcotics—only ingredients suitable for a child's growing

body. And children like its pleasant taste.

Keep a bottle of Fletcher's Castoria always in the house . . . from the time your oldest child is born until the youngest is 11 years old. Give it for constipation, and as the first treatment for colds. The family-size bottle is most economical. The name *Chas. H. Fletcher* is always right on the carton.



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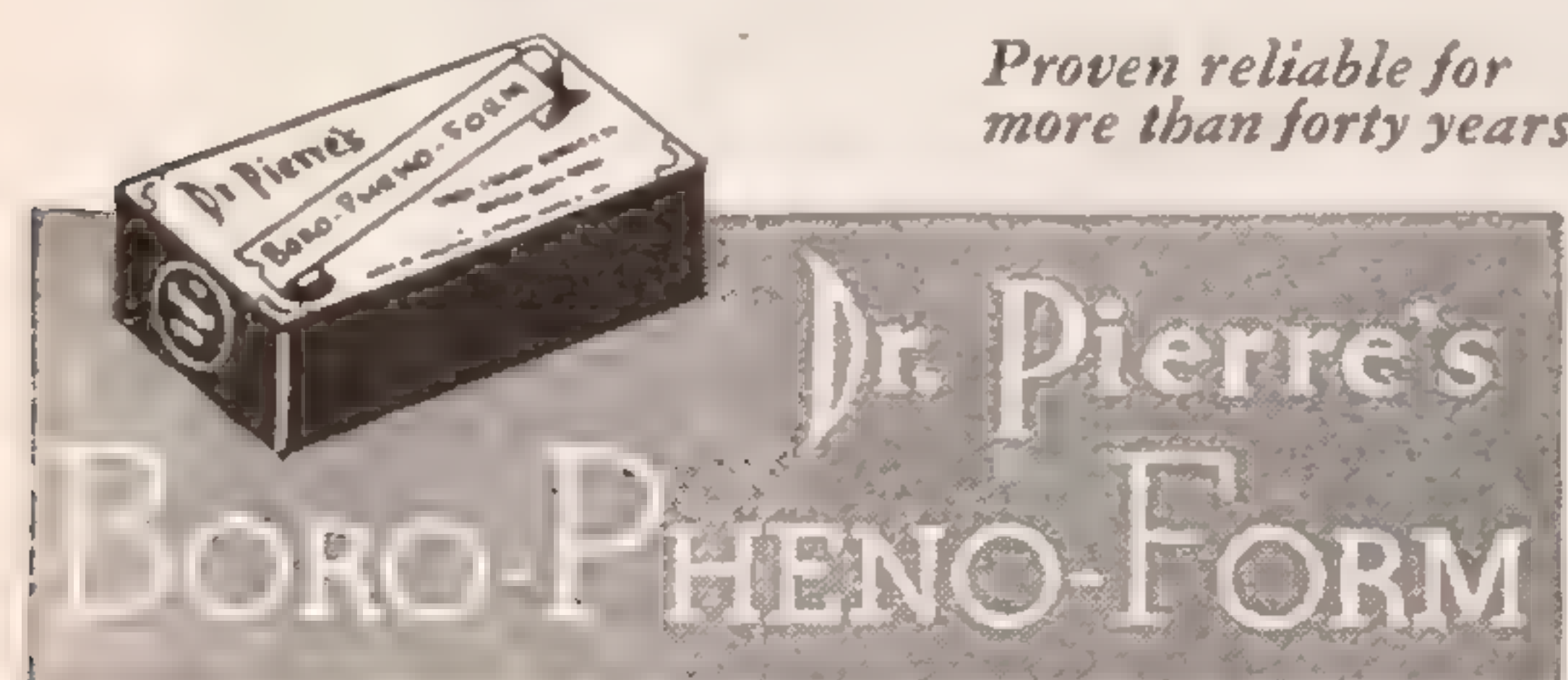
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Please send me generous trial of Boro-Pheno-Form and Booklet—"The Answer." I enclose 10c (coin or stamps) to help cover costs.

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Proven reliable for
more than forty years



Meet Vic and Sade

(Continued from page 43)

Sade" is the saga of the Victor Gook family who live simply in a small mid-western city. Victor, the head of the household, is an accountant; Sade is his wife, and Rush Meadows, their adopted son. A score or more other characters enter the sketch from time to time, but none ever utters a word. Vic, played by Art Van Harvey; Sade, by Bernardine Flynn, and Rush by Billy Idelson, portray all speaking characters. None of them doubles in parts and they all appear every day.

"Mr. Albert Johnson," Rush's weird dog, who suffers from astigmatism, is heard now and then when he "wushes" with Rush as the wusher. He's a peculiar dog and can't bark. The two often feel persecuted but the back yard and basement yield them a rich and interesting life.

Then there's his chum, Freeman Scuder, but he's a mute and his conversation is interpreted by Rush. Mrs. Fisher is the gossip lady next door. Small boys know better than to play in her yard or disturb her belongings.

Sydney Call is Rush's little girl friend across the street. Bulldog Drummond his arch enemy. Gus Plink, the town drunkard, is occasionally seen weaving down the alley. Mr. Gumpox is the ash man and Miss Bucksaddle, a pretty divorcee, lives across the way. These and other neighbors are shouted to across the street or called on the telephone. And it's a tribute to the skillful writing of Paul Rhymer that all of them live as vividly in the minds of listeners as Vic and Sade and Rush.

Paul Rhymer has a phenomenal insight into human nature. He records the experiences of day to day living with the utmost accuracy and fidelity. But he is much more than a reporter—he interprets these experiences with feeling and understanding. Still under thirty, he is newly married—his home-town sweetheart from Bloomington, Illinois, is his wife. He was raised in Bloomington, a city somewhat bigger than the one in which Vic and Sade live. There he attended school for fourteen years at the end of which time he found himself a junior at Illinois Wesleyan University. While there he broke the inter-collegiate dating record—four in one day. He's a Sigma Chi, you see. On leaving the campus he drove cabs in Chicago, sold magazines in Cicero, and was a signal maintainer's helper on the Chicago and Alton railroad.

"Four years ago I was pulled into radio," he recalled, "and since then I have learned to write continuity, I hope."

One day Rhymer was assigned to draft a sketch of family life for a potential sponsor. The prospect didn't bite but his bosses liked the production so much that they put it on the air anyway and it's been there ever since, more than two years. Rhymer is no guy to burn the candle at both ends. He plays handball in the evening. Gets to bed early and is up with the sun, often turning out his daily stint before having breakfast.

There's no better introduction to Rhymer's characters than his own conception of them:

"Victor Rodney Gook," he explains, "is the chief accountant of the bookkeeping department of the Consolidated Kitchenware Company, Plant Number Fourteen. He's held this job for about ten years and his salary is thirty-nine dollars a week. The chances are he'll never be anything more than he is now. His thirty-seven years of life have solidified and tempered him; he's content with his little wife, his little boy, his little home, and the little rivulet of life that flows along Virginia Avenue.

"Something of a braggart at home, he is the quietest of citizens at work and among his men friends. A good and loyal worker, he is respected and well-liked at the place he works. For his wife he has a deep and enduring affection, together with a vast admiration, which he would just as soon she didn't know about. Apt to be short and even surly with her on occasion, yet he can always be depended upon for sympathy and understanding when it is desired or required. Equipped with a brisk sense of humor and an eye for the ridiculous, he manages to have just about as much fun as the next guy."

Well, you know plenty of men like that. Fact is he's pretty close to the average man—and there's probably a little of you and me in him. And Sade, she's just about the perfect match for him.

"Sade," Rhymer confides, "has reached that point in life where she's beginning to realize, with some surprise, and emotions she herself cannot understand, that she's no longer a girl. Although in the dark about most things that go on in the world, in her own kitchen she's as deft, wise, and capable as any human being could be. A gossip, on a small and innocuous scale, she enjoys talking about other people, or about anything for that matter, whether she understands the subject or not.

"Apt to cry at movie shows, apt to eat too much rich food, apt to say things she doesn't mean, still she has herself pretty well in hand, and stacks up as a good all-around human being. She has acute perceptions on her own little field, and can fry a steak, get up a dinner for eight, or read her husband's mind like a book, all with equal dexterity. With a heart as big as a tub—chock full of love—she's the moving spirit and the guiding light of the happiest family in ten square blocks."

Sade was inspired by Paul's mother. And Rush is Mrs. Rhymer's boy, Paul, I am sure, with half his life rolled back.

In the beginning there were only two characters, Vic and Sade. They might have had a baby if Rhymer hadn't needed another character immediately for flexibility. So he had them adopt Rush Meadows.

"Rush is going on thirteen," the author explains. "He is doing fairly well in school, has a bicycle, new shoes that hurt, a tooth out in front, a neck tinged more

ften than not with the soil from the vicinity of third base in Seymour's lot."

"He's just exactly like my own boy," thousands of mothers insist in their letters. Billy Idelson, who plays the part, is flush come to life.

He also is thirteen years old and attends Proviso High School in Maywood, a Chicago suburb. He has never had a bit of training as an actor and got into radio as a fluke. His sister, a teacher at a dramatic school, was asked to dig up 100 youngsters for a radio audition one day. Billy pestered her until she let him go long. He got the job. Hasn't a trace of the child actor complex. He's what you just naturally call a swell kid.

Bernardine Flynn fits well into the role of Sade. She's a half dozen years out of the University of Wisconsin where she starred in undergraduate dramatics. Zona Gale sent her from Madison to Broadway, where she played several seasons. Broadway helped bring her to radio. She's been in the air for four years now and has played in many network shows. She is young and good looking, has dark brown hair and medium complexion. She loves radio, but she's usually late to rehearsal. Recently she became the wife of Dr. C. C. Coherly, a well known Chicago obstetrician.

Art Van Harvey considers it a singular tribute that his friends regularly address him as Vic, because of his convincing portrayal of Mr. Gook. Art is in his thirties. He has been in advertising, the vaudeville business and in vaudeville. This is his first big radio part. In the studios he's known as an "eight threat" man because he can do that many dialects expertly. His mother was Irish, his father Dutch and he was brought up in the ghetto, so he had a pretty fair start in languages as a youngster. He does a lot of impersonations and his portrayal of Ed Flynn is as good as the Fire Chief can do himself.

Young Harvey has a warm personal feeling towards everyone he meets. He enjoys letters and reads all of the Vic and Sade mail—which is almost a superman job.

These days he is chuckling over thousands of letters congratulating Vic and Sade on getting a sponsor. That's unusual. Most radio listeners would rather have their favorite programs without advertising blurbs, but not Vic and Sade's. Perhaps that is because, as a sustaining program, it was kicked around on the time schedules and the audience had a tough time following it. Any change in time has always brought a terrific storm of protest. Once when they were taken off the network, because a local advertiser bought the show, more than 30,000 irate listeners howled about it.

That sponsorship by an oleomargarine concern was unfortunate. At the time butter prices were low. Oleo seeks a price level about half that of butter. Butter dropped to eighteen cents a pound forcing the substitute to go to nine cents just when Vic and Sade were beginning "to pull." Every pound, sold at that price, lost the maker more than a cent. They almost bankrupted him before he called a halt and had them taken off the air. They were sold a little later to a concern guaranteeing weight building.

SKINNY? ADD 5 TO 15 LBS. QUICK—THIS NEW EASY WAY!

NOW there's no need to be "skinny" and lose your chances of making friends. Here's a new easy treatment that is giving thousands solid flesh, alluring curves—in just a few weeks!

As you know, doctors for years have prescribed yeast to build up health. But now with this new discovery you can get far greater tonic results than with ordinary yeast—regain health, and also put on pounds of firm attractive flesh—and in a far shorter time.

Not only are thousands quickly gaining beauty-bringing pounds, but also clear radiant skin, glorious new pep.

Concentrated 7 times

This amazing new product, Ironized Yeast, is made from specially cultured brewers' ale yeast imported from Europe—the richest yeast known—which by a new process is concentrated 7 times—made 7 times more powerful.

But that is not all! This marvelous, health-building yeast is then ironized with 3 kinds of strengthening iron.

Day after day, as you take pleasant little Ironized Yeast tablets, watch flat chest develop, skinny limbs round out attractively, skin clear to beauty—you're an entirely new person.

Results guaranteed

No matter how skinny and weak you may be, this marvelous new Ironized Yeast should build you up in a few short weeks as it has thousands. If you are not delighted with the results of the very first package, your money back instantly.

Special FREE offer!

To start you building up your health *right away*, we make this absolutely FREE offer. Purchase a package of Ironized Yeast at once, cut out the seal on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body," by an authority. Remember, results are guaranteed with very first package—or money refunded. Sold by all druggists. Ironized Yeast Co., Inc., Dept. 33, Atlanta, Ga.



NO MORE POOR "SKINNY" GIRL



Posed by professional models

RADIO STARS



IT TAKES MORE THAN BEER

to make a perfect Rarebit

BEER, of course! But even with beer you may get a rarebit that leaves a vague, wistful sense of disillusionment. The final touch needed to bring out *all* the flavor is — Lea & Perrins Sauce. Send for new *free* cook book "Success in Seasoning" and try its superb rarebit recipe. With scores of others, it's a gastronomic gold mine, enriched by Lea & Perrins, the *original* Worcestershire Sauce. Get a bottle today. For savory meals.

LEA & PERRINS Sauce THE ORIGINAL WORCESTERSHIRE

LEA & PERRINS, Inc.
Dept. 183, 241 West St., N. Y. City

Please send me *free* your 48-page recipe book, "Success in Seasoning".

Name

Address

City State

**NEW
EASY
WAY**

10c

**JUSTRITE
PUSH-CLIP**

**KEEP WIRES
OFF FLOOR**
(LAMPS AND RADIO)

A neat job instantly. No damage to woodwork. No tools needed. Set of eight colored clips to match your cords, 10c. At Kresge's

RADIO GIRL
PERFUME
and FACE POWDER

*Invite
romance!*

There's a subtle allurement in this exquisite odour. And RADIO GIRL Perfume and Face Powder have added charm for the thrifty modern girl who loves nice things — *they cost so little!* RADIO GIRL Face Powder, made in smart, new blending shades, has the same delightful odour as Radio Girl Perfume.

Use this COUPON for FREE SAMPLES

"Radio Girl", Saint Paul, Minnesota
Send me FREE Regular Size Radio Girl Perfume and Trial Size Radio Girl Face Powder. I enclose 10c (coin or stamps) for cost of mailing. (Offer good in U.S. only.)

Name

Address

"Everybody wanted to lose weight about then," Art Van Harvey recalled ruefully. "I don't think there was one person in five thousand who wanted to put on pounds." So they went back on a sustaining basis for another year.

Down in Pasadena a woman's club offered to start an endowment for Vic and Sade lest it might be taken off the air. Well, that wasn't necessary. A sponsor came along, as you know.

Many a sponsor had shied from "Vic and Sade" because, unlike most dramatic programs, it is not, strictly speaking, a serial. Each day's program is a complete story and so it doesn't matter if you missed the previous day's episode. A definite advantage, it seems to us, since there are lots of listeners who are bound to miss occasionally.

The utter naturalness in "Vic and Sade" are so much more effective than the artificial suspense built up in so many continued radio dramas. Every broadcast has a unity and completeness and satisfaction that episodes in continuous yarn never achieve. Innumerable listeners write praising a particular story and ask that it be repeated. And sometimes it is.

* * *

Vic and Sade can be heard every day except Saturday and Sunday at 1:30 p. m. EST, over: WJZ WBZ WBZA WSYI WLW and at 2:45 p. m. EST over WEAL WTIC WTAG WEEI WJAR WCSH KYW WFBR WRC WGY WBEN KF WCAE WTAM WWJ WMAQ KSI WHO WOW WDAF KOA KDIY KPO KGW KOMO KHQ.

He Saves Wives for a Living

(Continued from page 8)

recently he received hundreds of letters giving him old fashioned remedies. One woman told him to stop his broadcasting until he was well—told it to him emotionally as a mother to a son.

The girls think it funny being handed advice by a man. Good advice too. Here are a few more samples of his chit-chat, before we plunge into the story of the life and times of Allen Prescott, Wife Saver extraordinary:

"*Didja know* that pleats hang better on a mature figure when they are spaced further apart and are a little wider at the bottom than at the top? (Wise man, he knows most of his auditors have mature figures.) Furthermore, they look better if the side seams have been cut with a slight flare. Now, I don't know what I am talking about, but my information comes from the right place, and if you don't believe me, go hang yourself a pleat and see if I'm not right.

"*Didja know* that it's a good idea to keep a large cork in the workbag? Oh, no, not what you think at all. The large cork is kept in the basket so that you can put the points of the scissors or stilettos or crochet needles or any other pointed instrument therein, protecting them from piercing the bag or perhaps piercing you in the interim or the hand for that matter.

"*Didja know*, girls, that you should wet the knife in cold water before cutting a meringue pie? In this way you prevent the meringue from sticking or peeling off.

"*Didja know*—well, no, of course, you couldn't—that a rubber band attached to the fourth button on your husband's shirt and the top button of the front of his trousers will keep his collar from riding his Adam's apple? Well, it will, and all the better for you to see the light in his eyes, without being confused by a fluttering knot in his necktie."

WELL, here's the story. Two years ago, before Allen Prescott jumped into the air waves and became a Wife Saver, he was a very upset young fellow. He had failed at everything he put his hand to, no exceptions.

He started out by being born in St. Louis, but the remainder of his life was spent in New York. From military school he went to the University of Pennsylvania. There his failures began. He folded up as a college student in his third year. He was bright enough and a good enough worker but he would use neither his brightness nor his diligence for his class work.

Out of college on his ear, he heard the strains of an orchestra rehearsing for stock company show due to open shortly. He walked in, got a job. Six weeks later he was through. The story goes that he was acting a part when a silence fell on the stage. The prompter practically shrieked the words of the next speech at him. Finally, Prescott said: "All right, I hear you—but whose speech is it?"

So it came to pass that Allen Prescott was through again. He came to New York, got jobs here, got jobs there, but the man who got them was neither here nor there—and he always got fired.

The next scene of our little operetta, as Ed Wynn might say, is in the city room of the Daily Mirror, sometimes referred to as a newspaper. One of the reporters is none other than Prescott. He has been trying his best to make good on this job. It is a job with glamor, excitement, opportunity. But hark—the city editor's voice! He hails Prescott before him and tells him that he is a nice kid, but, not by any stretch of the imagination, a newspaper man. Prescott was fired again.

He just sat there and looked at the city editor. And the city editor, looking at him, saw an extremely unhappy youngster. The city editor melted. (*Didja know* the city editors can melt?) He said to his ex-reporter, "You're a clever writer, you've got a good voice—why don't you try to get a job on our radio program? Here, I'll give you a note."

The note did the trick, Prescott went on the air over Station WINS which is a local station in New York, first as a new commentator, later as a master of ceremonies. One day he was told to take over the household hints department. He did

he clicked; the networks wanted him. But failure, the villain, pursued him. His first audition before a sponsor was a failure. But at length, almost two years ago, he found one and started the Wife Saver series. The rest is history. He is a moderately good looking, chestnut haired man, five feet six, reasonably plump, an interesting person. But the real color that is in him comes out when he speaks. His words are the thing.

Let me quote some more:

"Didja know that in the case of a cracked egg, you can ease out of a very delicate situation by rubbing the crack with butter before boiling it? Did you? Well, you can.

"Didja know that when you happen to be stuck with a tough piece of meat, it can be made tender by adding a teaspoonful of lemon juice to the water in which it is to be cooked?

"Didja ever have trouble cooling a pie, girls? Remember that it is, to say the least, unfair to feed your husband hot pie. It is still unfairer to throw it at him. So, the pie cooling problem is really one that touches you in every day life. Aunt Harriet says to cool a pie as soon as it comes from the oven, place it on the colander so the air can circulate under it and it will cool very quickly.

MY Aunt Harriet, a fisherman's daughter at heart, also cautions me to tell you that the body of a fish should be firm. When you give it a pinch with an inquiring thumb, the fish should not carry your thumb print. A fish that carries your finger print, besides being a beast at heart, will in turn leave a lasting impression on your stomach when taken internally.

"Didja know that if you have been peeling onions or garlic, you can run the knife through a potato and eliminate the odor from the knife?

"Didja know that your electric toaster can be cleaned most effectively with a small new paint brush?

"A tweezer is a fine thing to have in the kitchen so you can remove the pinfeathers from turkeys and other fowls that come in and out of the place . . . even including your neighbor if you can hang on to her long enough.

"To be a truly great muffin maker, first you have to have the right mental attitude, of course, and once you get that you will find that the iron pan should be used for muffins and that the best results are obtained by getting it good and hot before pouring in the liquid.

"Before we offer you a moment's rest, perhaps you'd better listen to the way to take rust from flatirons. After all, girls, imagine letting anyone come through with the crack, 'She's all right, but her flatiron's rusty.' Well, in the case of the rusty flatiron, tie some yellow bee's wax or parafin in a cloth, and when the iron is warm, but not hot, rub the iron over it and then some sand or salt.

"Girls, I'm told on good authority that you who have gone blonde in the head will find a vinegar rinse after shampooing will keep your hair light and fluffy.

"Didja know when a sheet is worn in the middle you can turn the center out to form the edges and by doing a little binding it is as good as new except for (Continued on page 83)

FREE The most complete book ever written on *how to powder* properly. Mail coupon today. Note generous offer of two weeks' package.



Will he admire her **TOMORROW**
... as he does tonight

Will the sunlight tell tales that soft lights conceal?

PART of every woman's secret of enchantment is to keep "him" guessing . . . to be ever provocative, alluring.

Just when "he" thinks he has you catalogued, then is the time to take an inventory of one's self. Are you aware, for example, of that new secret of Parisian charm—the up-to-the-minute art of *powdering to look un-powdered*?

You, too, can attain this French chic by switching to the new and amazing **SOFT-TONE Mello-glo**. It gives an utterly new effect—a rose-petal complexion of youthful freshness, never artificial, always adorable.

You will be thrilled, in using this new creation, at how smoothly it

blends in without shine, how it lasts longer than any powder you've used, how its velvety texture conceals pores, never enlarging them—all due to an exclusive process—it's *stratified* (rolled into tiny, clinging wafers). Hence grit-free.

Now you need not fear a "close-up" . . . no crude over-powdered look, no artificiality—so disliked by men. For **SOFT-TONE Mello-glo** is invisible, blending perfectly.

Everywhere the new **SOFT-TONE Mello-glo** is a sensation. Its superiority is so instantly revealed, when compared with your favorite. Buy a box today. You'll be delighted. In five flattering shades, caressingly perfumed—50c and \$1.

NOTE: To obtain the new **SOFT-TONE Mello-glo**, you must ask for the gold box with the blue edge, which distinguishes it from our *Facial-tone Mello-glo (Heavy)* in a gold box with white edge.

**new SOFT-TONE
 MELLO-GLO**

the close-up powder that
 gives an UN-powdered look

AT ALL **10¢** COUNTERS

Merely send Coupon for fascinating booklet: "The New Vogue in Powdering".

FREE

The Mello-glo Co., Boston, Mass.

Name _____

Street _____

City _____ State _____

For a generous package (not a sample) of new Soft-Tone Mello-glo, please 10c, checking shade you wish:

☐ Ivory ☐ Light ☐ Medium ☐ Dark ☐ Very Dark

Programs Day by Day

(Continued from page 54)



for a real shine



EASY
OPENER

ALL
COLORS
10¢

Griffin Manufacturing Co., Brooklyn, N. Y.

**LINCOLN AND INDIAN HEAD
PENNIES WANTED**
WE PAY \$2 EACH IF MORE THAN
UP TO 11 YEARS OLD
and up to \$500 for certain U. S. Cents.
Send 10c today for 16-page fully illustrated
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At Ten Cent Stores, Drug and Hardware Stores

SUNDAYS (Continued)

KGKO, WALA. 10:00 MST—KLZ, KSL.
9:00 PST—KOH. (Network especially
subject to change. Majority of above sta-
tions begin carrying program at 11:30
EST.)
12:00 EST (1/2) Gigantic Pictures, Inc. Musical
Comedy starring Sam Hearn, comedian,
with Alice Frost, actress, Betty Jane,
George Buechler and Larry Grant, vocal-
ists; Johnny Blue and his orchestra.
(Tastyeast, Inc.)
WJZ, WBAL, WMAL, WBZ, WBZA,
WSYR, KDKA, WJR, WLW.
12:30 P.M. EST (1)—Radio City Concert.
Symphony orchestra; Glee Club; Soloists.
WJZ and an NBC blue network. Station
list unavailable.
1:00 EST (1/2)—Dale Carnegie gives stories
of famous people. Leonard Joy's or-
chestra. (Maltex.)
WEAF, WTAG, WFBR, WBEN, WTIC,
WEEL, WRC, WCAE, WJAR, WFI,
WGY, WTAM, WWJ, WSAI. 10:00
PST—WCSH.
1:00 EST (1/2)—Church of the Air.
WABC, WCAU, WHK, WADC, WJSV,
WBIG, WFEA, CKAC, WMAS, CFRB,
WEAN, CKLW, WQAM, WPG, WDOD,
WHP, WSJS, WOKO, WGR, WSPD,
WFBM, WLBW, WMBR, WDNC, WIBX,
WDBO, WLBZ, WDBJ, WORC, WCAO,
WKRC, WJAS, WDAE, WBT, WHEC,
WWVA, WBNC. 12:00 Noon CST—
WBBM, WMBD, WISN, WLAC, KRDL,
KTRH, KLRA, WCCO, WLAC, KTSA,
KSCJ, WACO, WMT, KFH, KGKO,
WALA, WREC. 11:00 A.M. MST—KLZ,
KVOR, KSL. 10:00 PST—KHJ, KOH.
(Network especially subject to change.)
1:30 EST (1/2)—The National Youth Con-
ference—Dr. Daniel A. Poling. Music and
male quartet.
WJZ and an NBC blue network. Station
list unavailable.
1:30 EST (1/2)—Big music from Little Jack
Little. (Pinex.)
WABC, WADC, WGR, WBT, WCAU,
WBL, WHK, WJAS, WJSV, WKRC,
CKLW. 12:30 CST—KMBC, KMOX,
KRDL, WBBM, WCCO, WFBM, WHAS,
WOWO.
1:30 EST (1/2)—Mary Small, little in years
and name. William Wirges orchestra.
Guest artists. (B. T. Babbitt and Co.)
WEAF, WFI, WSAI, WRC, CRCT,
WTAG, WFBR, WTAM, WCSH, WWJ,
WJAR, WGY, WEEL, WTIC, WBEN,
WCAE. 12:30 CST—WMAQ, WHO,
WOW, WDAF, KSD.
1:45 EST (1/2)—Pat Kennedy with Art
Kassel and his Kassels in the Air or-
chestra. (Grove Laboratories, Inc.)
WABC, WKRC, WCAU, CFRB, WJSV,
WCAO, WHK, WJAS, WBNS, WGR,
CKLW, WFBM, WSPD. 12:45 CST—
WBBM, WOWO, WFBM, KMBC, WCCO,
WMT, WHAS, KMOX, WGST, KRDL,
WDSU. 11:45 A.M. MST—KLZ, KSL.
10:45 PST—KFBK, KDB, KWG, KHJ,
KOIN, KGB, KFRC, KOL, KFPY, KVI,
KERN, KMJ.
2:00 EST (1/2)—Lazy Dan, the Minstrel
Man. (Irving Kaufman.) (Boyle Floor
Wax.)
WABC, WADC, WCAO, WOKO, WNAC,
WKBW, WMBG, WBNS, WKRC, WHK,
CKLW, WDR, WCAU, WDBJ, WJAS,
WEAN, WFBM, WJSV, WBT, WHEC.
1:00 CST—WBBM, WOWO, WFBM,
KMBC, WHAS, KMOX, KOMA, WIBW,
WGST, KRDL, KFAB, WCCO, WLAC,
WDSU, WMT. 12:00 Noon MST—KLZ,
KSL. 11:00 A.M. PST—KMJ, KFBK,
KDB, KWG, KHJ, KOIN, KERN, KGB,
KFRC, KOL, KFPY, KVI.
2:00 EST (1/2)—Anthony Frome, the Poet
Prince; Alwyn Bach, narrator. (M. J.
Breitenbach Co., Inc.)
WJZ, WBAL, WMAL, WBZ, WBZA,
WSYR, KDKA, WJAR, WJR. 1:00 CST
—WENR, KWCR, KSO, KWK, WREN,
KOIL, WKBF.
2:15 EST (1/2)—Facts about Fido. Bob
Becker chats about dogs. (John Morrell
& Co.)
WJZ, WBZ, WJR, WBAL, WBZA,
WMAL, WSYR, KDKA, WJAR. 1:15
CST—KWCR, KSO, KWK, WREN,
KOIL, WENR.
2:30 EST (1/2)—Hammerstein's Music Hall
of the Air. Ted Hammerstein with Guest
Stars. (Wyeth Chemical Co., Hills Nose
Drops.)
WABC, WADC, WCAO, WNAC, WKBW,
WKRC, WHK, CKLW, WDR, WCAU,
WJAS, WEAN, WFBM, WJSV, WBT,
WMBG, WDBJ, WHEC, WBNS, WOKO.
1:30 CST—WBBM, WIBN, WOWO,
KMBC, KRDL, WFBM, KFAB, WHAS,
WGST, KMOX, WCCO, KOMA, WLAC,
WDSU. 12:30 MST—KLZ, KSL. 11:30
PST—KERN, KMJ, KOIN, KFBK, KGB,
KFRC, KDB, KOL, KFPY, KWG, KVI.
2:30 EST (1)—Lux Radio Theatre. Guest
artists. (Lever Bros.)
WJZ, WBAL, WMAL, WBZ, WBZA,
WRVA, WPTF, WSYR, WHAM, KDKA,
WJAR, WJR, WTAR, WLW. 1:30 CST
—KWCR, KSO, KWK, WREN, WENR,

KOIL, WIBA, KSTP, WEBC, WDAY,
KFYR, KVOO, WKY, KTHS, WFAA,
KTBS, KPRC, WOAI. 12:30 MST—KOA,
KDYL. 11:30 A.M. PST—KPO, KFI,
KGW, KOMO, KHQ.
3:00 EST (2)—New York Philharmonic Or-
chestra.
WABC, WKRC, WJSV, WLBZ, WLBW,
CFRB, WDNC, WHEC, WMBR, WBNS,
WIBX, WHK, WCAO, WDBO, WICC,
WBIG, WDBJ, WTOC, WSJS, WOKO,
WGR, CKLW, WJAS, WSPD, WDAE,
WBT, WHP, CKAC, WMAS, WORC.
2:00 CST—WFBM, KFAB, WSFA,
WREC, KWKH, WDSU, WQAM, WDOD,
KRDL, KTRH, KLRA, WISN, WCCO,
WSFA, KSCJ, WLAC, WMBD, KTSA,
WSBT, WIBW, WMT, KFH, KGKO,
WALA. 1:00 MST—KVOR, KLZ, KSL.
12:00 Noon PST—KHJ, KOH.
3:00 EST (1/2)—Sally of the Talkies
Dramatic Sketches. (Luxor, Ltd.)
WEAF, WCSH, WRC, WTAM, WTIC,
WJAR, WTAG, WGY, WWJ, WCEB,
WEEL, WFBR, WBEN, WSAI. 2:00
CST—WMC, WAVE, KYW, KSD, WMAQ,
WOW, WDAF, WJDX, WSMB, WHO,
WSM, WSB.
3:30 EST (1/2)—Penthouse Serenade. Char-
ley Gaylord's orchestra; Don Mario, soloist
Dorothy Hamilton, beauty advisor; guest
stars.
WEAF, WTIC, WTAG, WEEL, WRC,
WBEN, WTAM, WLW, WJAR, WCSH,
WFBR, WGY, WCAE, WWJ. 2:30 CST
—WMAQ, WOW, WDAF, KYW, WHO,
KSD, KOA, KYDL. 12:30 PST—KFI,
KGW, KOMO, KPO, KHQ.
4:00 EST (1/2)—Rhythm Symphony. 80
members Kansas City Philharmonic or-
chestra. De Wolf Hopper, narrator
guest artist. (Rexall Drug.)
WEAF, WTIC, WTAG, WEEL, WCAE,
WJAR, WCSH, WLIT, WFBR, WRC,
WGY, WBEN, WTAM, WWJ, WSAI,
WRVA, WPTF, WJAX, WIOD, WFLA.
3:00 CST—WMAQ, KYW, KFYR, WDAF,
WIBA, WOAI, WEBC, WAVE, WSM,
WMC, WSB, WAPI, WJDX, WSMB,
WBAP, KTBS, KPRC. 2:00 MST—KOA,
KDYL. 1:00 PST—KPO, KFI, KGW,
KHQ, KFSD, KOMO.
4:30 EST (1/2)—Carlsbad Presents Morton
Downey with Ray Sinatra's Orchestra
Guy Bates Post. (Carlsbad Products Co.)
WJZ, WBZ, WBZA, WMAL, WBAI,
WSYR, WHAM, KDKA, WREN, WKY.
3:30 CST—WENR, KWCR, KSO, KOIL.
4:30 EST (1/2)—Harry Reser's orchestra; Ra-
Heatherton and Peg La Centra, vocal
ists (Wrigley Pharmaceutical Co.)
WEAF, WTIC, WTAG, WEEL, WJAR,
WCSH, WFBR, WRC, WGY, WBEN,
WCAE, WTAM, WSAI, WWJ. 3:30 CST
—KYW, WMAQ, WDAF.
4:45 EST (1/2)—Dream Drama. Dramati-
c sketch with Arthur Allen and Parke
Fennelly.
NBC Service to WEAF, WTIC, WTAG,
WEEL, WJAR, WCSH, WFBR, WRC,
WGY, WBEN, WCAE, WTAM, WSAI,
WWJ. 3:45 CST—KYW, WMAQ, WDAF.
5:00 EST (1/2)—Sentinels Serenade. Mm
Ernestine Schumann-Heink; Edwar
Davies, baritone; Koestner's orchestra
(Hoover.)
WEAF, WTAG, WCSH, WFBR, WWJ,
WEEL, WJAR, WRC, WSAI, CRCT,
CFCE, WGY, WBEN, WCAE, WTAM,
WTIC. 4:00 CST—WMAQ, WOW, KYW,
WDAF, WHO, WKBF, WTMJ, WIBA,
WEBC, KFYR, WSM, WMC, WSI,
WAVE, WSMB. 3:00 MST—KDY,
KOA. 2:00 PST—KPO, KFI, KGW,
KOMO, KHQ.
5:00 EST (1/2)—Vick's Open House. Wit
Freddy Martin's Orchestra; Elmer Feld-
kamp, baritone; guests; Terry Shan-
blues singer; vocal trio, and the two
piano team.
WABC, WBNS, WAAB, WGR, WAD,
WDR, WEAN, WJSV, WHEC, WKBF,
WOKO, WCAO, WKBW, WCAU, WFBM,
WLBZ, WBIG, WMAS, WKRC, WHK,
CKLW, WJAS, WSPD, WBT, WMBD,
WORC. 4:00 CST—WBBM, WOWO,
WFBM, KMBC, WHAS, KMOX, WGS,
WERC, WDOD, KRDL, KTRH, KLRA,
WREC, WCCO, WLAC, WDSU, KOMA,
KTSA, WIBW, KTUL, KFH. 3:00 MS-
—KLZ, KSL. 2:00 PST—KHJ, KOI,
KGB, KFRC, KDB, KFBK, KDR,
KMJ, KWG, KOL, KFPY, KVI.
5:00 EST (1/2)—Roses and Drums. Civ
War dramas. (Union Central Life.)
WJZ, WMAL, WBZA, WHAM, WGAJ,
WJR, WBAL, WBZ, WSYR, KDKA,
WLW. 4:00 CST—WENR, KWCR, KS,
KWK, WREN, KOIL, WKY, KTH,
WBAP, KPRC, WOAI, KTBS.
5:30 EST (1/2)—Julia Sanderson and Fran-
Crumit. Jack Shilkret's Orchestra. (Ge-
neral Baking.)
WABC, WOKO, WAAB, WHK, WIB,
WSPD, WBNS, WWVA, WADC, WCA,
WGR, CKLW, WJSV, WHEC, WOR,
WDR, WCAU, WEAN, WFBM, WIC,
WMAS. 4:30 CST—WFBM, KMB,
WHAS, KMOX, WDSU, KOMA, KF.
(Continued on page 84)

(Continued from page 81)

seam up the middle?

"Didja know that an old toothbrush handle is a fine thing for opening up or running a cord through a starched hem?" He has a million *didja knows*. And the man can't toast bread. He's the most helpless male imaginable. Yet, what he gives you on the air is practicable, workable. His advice covers every phase of a wife's life. That's why he calls himself the Wife Saver. When he first was ordered on the air to give household hints, he ran pell-mell to a woman's magazine, dropped on his knees and begged the editor to help him. He did and he got away with the first broadcast.

Then he began digging in the files of newspapers, reading books, hundreds of them, in two or three languages. He talked to old ladies who knew. He went to food manufacturers who, because they wanted to create a market for their products, had investigated all possible uses for them.

After he had been on the air for some time his listeners began to help. They could write in to ask a question and in a

S. pay him for his answer with a *didja know* of their own. These voluntary *didja knows* have become so voluminous that they make up sixty per cent of his program. Asked by listeners for candy recipes, he appealed to his audience and within a fortnight he had several hundred. His assistant, who is never heard on the air—Mary Louise MacKnight—helps lots doing all the research and testing for him.

And *didja know* that Aunt Harriet who is constantly being referred to by the Wife Saver doesn't exist? There is no such aunt. It's just a funny name to him, although he had a grandmother named Harriet.

All the other folks on his program are sales including Irving Miller, the pianist, Ray Heatherton, the tenor, and Allen Kent, the announcer. All of them, married or single, laugh at Prescott's jokes and take home copies of the scripts to help their wives, mothers, sisters, as the case may

be. They're a happy family and never quarrel but if they did Wife Saver has the remedy as to wit:

"On turning to sweet oil for a moment, you don't mind, I have another note which says that if you will apply a bit of sweet oil to a bruise it will keep it from turning black and blue, and what with all the perils of the household one is to face, that is really something to know."

* * *

Allen Prescott can be heard each Tuesday at 9:45 a. m., EST., over WEA, and associated stations.

Whose pictures do you
want to see in
RADIO STARS?
Tell the editor.

Is she WRECKING her marriage ?

HAS she been unreasonable, after all? Has she tried "controlling" instead of "understanding?" Has she allowed fear and squeamishness to get the upper hand?

What a terrible thing it is, really, to be old-fashioned! What a tragedy it can be to watch happiness slip away because one's head is filled with out-of-date information! Yet many young wives find themselves in just this position when they face the problem of feminine hygiene.

*Why go on behaving like
your grandmother?*

You don't need to use (and fear) poisonous antiseptics just because an older generation used them—and feared them. Forget all about the burning poisonous compounds associated with feminine hygiene in those days. That was before the discovery of Zonite.

Zonite is the Great War antiseptic and germicide, and your doctor will verify its claims to safety as well as strength. In measuring the strength of antiseptics it is customary to compare them with carbolic acid, a very powerful but poisonous germ-killing agent. Zonite is actually more powerful than any dilution of carbolic acid that can be allowed to touch human tissues!

Zonite has been welcomed by women all over America. One has told another until Zonite can now be bought even in tiny villages and country stores all over North America, as well as in foreign countries.

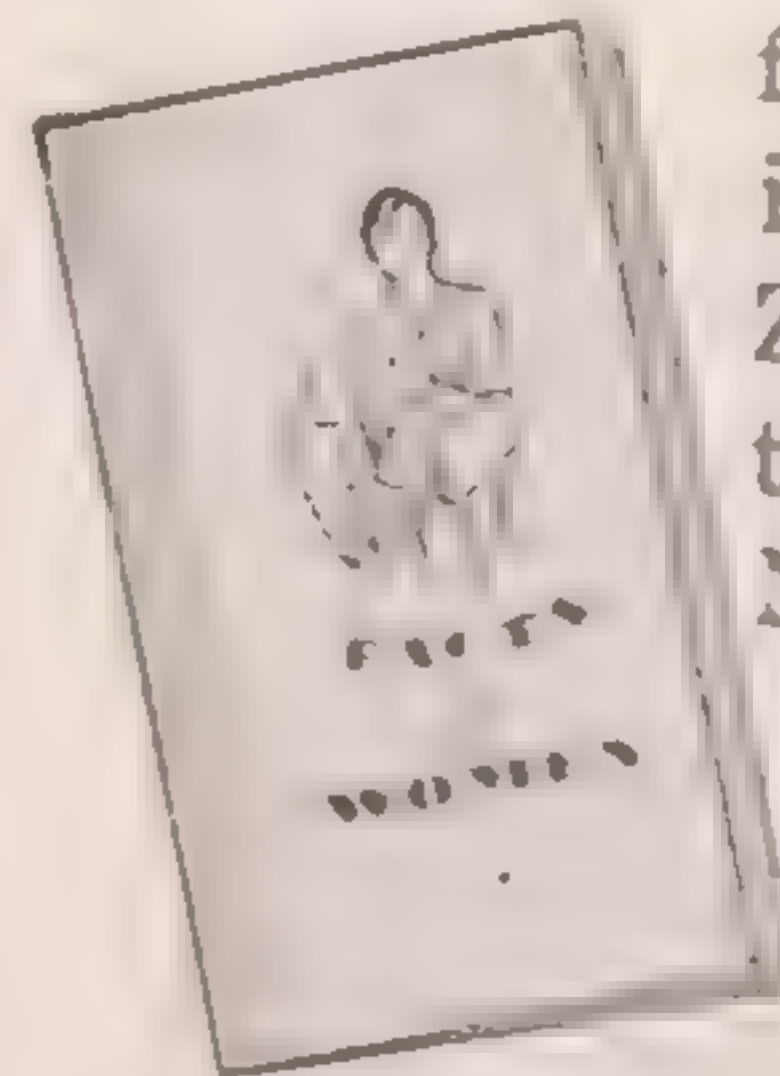
Zonite will not desensitize membranes or tissues. It cannot cause acci-



dental poisoning. Zonite is safe. Depend upon that!

*Tell your friends about Zonite
—send for booklet*

Besides the liquid Zonite (in bottles, 30¢, 60¢, \$1.00), you can buy Zonite Suppositories, at \$1.00 for a box of 12, each one sealed in glass vial. Also, you can get the real truth about feminine matters in booklet of unvarnished facts. Millions have read it. Have you? Send to Zonite Products Corporation, Chrysler Building, New York, N. Y.



*Don't overlook this free
book for women*

ZONITE PRODUCTS CORPORATION MM-53
Chrysler Building, New York, N. Y.

Please send me free copy of the booklet or booklets checked below.

- ☐ Facts for Women
☐ Use of Antiseptics in the Home

Name
(Please print name)

Address

City State
(In Canada: Sainte Therese, P. Q.)

Programs Day by Day

(Continued from page 82)

"IF YOU LOVE ME..."



...send for SERGEANT'S FREE DOG BOOK!

Your dog's health and very life are in your hands. Do you know all that you should about how to care for him? How to diagnose his diseases? How to feed him properly? Would you like expert advice on these subjects that are vital to your dog's welfare? Then write for your free copy of "SERGEANT'S Dog Book." Written by a famous veterinarian. Packed with information that every dog owner should have. Makes it simple and easy for you to keep your dog well. It may even save his life. A copy of the latest edition will gladly be sent free.

Important Information for Dog Owners

At this time of the year carefully watch your dog. If he has fever, coughs, is listless, has no appetite, and eyes are dull and watery, you should treat these symptoms at once. Give SERGEANT'S SPECIAL MEDICINE to reduce the fever and SERGEANT'S CONDITION PILLS as a tonic. If help or information is desired, write our veterinarian, giving all symptoms, and the age, breed and sex of your dog. There is no charge for this service.

For Free Book or Advice, Address:
POLK MILLER PRODUCTS CORPORATION
1964 W. Broad Street, Richmond, Virginia

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OF HITS
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CHORE GIRL

INSTANTLY CLEANS POTS AND PANS
No more dishwashy hands!

Patented parallel outer layers provide—
"Double the Wear, where the Wear comes"

The NEW LARKIN CATALOG Now Ready!

SEND to-day for your personal copy of this great money-saving book. See all the lovely new Club Selections yours through our new 50c a share Cozy-Home Club. Read about our big rewards for Larkin Secretaries. Just a postcard brings this free book.

Send for This BOOK

Larkin Co Inc. 664 Seneca St. BUFFALO, N. Y.

SUNDAYS (Continued)

KTUL.
5:30 EST (1/2)—Tony Wons. "House by the Side of the Road." (S. C. Johnson and Son, Inc.)
WEAF, WEEL, WCSH, WCAE, WTAG, WIOD, WPTF, WJAX, WSAI, WFBR, WTAR, WIS, WTIC, WJAR, WTAM, CRCT, WRC, WGY, WBEN, WWJ, CFCF, WWNC. 4:30 CST—WMAQ, WHO, KSD, WOW, WDAF, KYW, KSTP, WEBC, KFYP, WSM, WMC, WSB, WAPI, WJDX, WSMB, WKBF, WAVE, WTMJ, WIBA, WDAY, KVOO, WKY, KTHS, WBAP, KPRC, WOAI. 3:30 MST—KOA, KDYL, KTAB. 2:30 PST—KPO, KFI, KGW, KOMO, KHQ, KFSD.
6:00 EST (1/2)—Feen-A-Mint National Amateur Hour. Ray Perkins; Arnold Johnson's Orchestra; guest talent. (Feen-A-Mint.)
WABC, WOKO, WCAO, WAAB, WKBW, WHEC, WKRC, WHK, CKLW, WDRC, WCAU, CFCF, WJAS, WFBL, WJSV, WBT, WBNS. 5:00 CST—WBBM, WFBM, KMBC, WHAS, KMOX, WREC, WGST, WCCO, KRLL, WDSU. 4:00 MST—KLZ, KSL. 3:00 PST—KERN, KGB, KFRC, KDB, KOL, KFPY, KWG, KMJ, KHJ, KOIN, KFBK, KVI.
6:30 EST (1/2)—"The Armco Iron Master." Fifty piece band; guest artists; Bennett Chapple, narrator. (American Rolling Mill Co.)
WEAF, WFBR, WTAM, WWJ, WCAE, WLW, WGY, WRC, WBEN. 5:30 CST—WMAQ, KSD, WHO, WOW, KPRC, WDAF, KVOO, WKY, KYW, WBAP, KTBS, WOAI.
6:30 EST (1/2)—Grand Hotel. A drama with Anne Seymour and Don Ameche. (Campana Co.)
WJZ, WBAL, WMAL, WBZ, WBZA, WSYR, WHAM, KDKA, WJAR, WJR. 5:30 CST—WENR, KWCR, KSO, WKY, KWK, WREN, KOIL, WTMJ, KSTP, WEBC. 4:30 MST—KOA, KDYL. 3:30 PST—KPO, KFI, KGW, KOMO, KHQ.
6:30 EST (1/4)—Smilin' Ed McConnell. Songs. (Acme Paints.)
WABC, WKBW, WEAN, WFEA, WNAC, WQAM, WBNS, WKRC, WHK, CKLW, WFBL, WWVA, WDRC, WCAU, WJAS, WJSV, WHP. 5:30 CST—WBBM, WFBM, WHAS, KMOX, WDSU, KRLL, WISN, WCCO, WLAC. 4:30 MST—KLZ, KSL. 3:30 PST—KGB, KFRC, KDB, KOL, KFPY, KWG, KERN, KMJ, KHJ, KOIN, KFBK, KVI.
6:45 EST (1/4)—Voice of Experience. (Wasey Products.)
WABC, WCAO, WCAU, WDRC, WFBL, WSPD, WHEC, WADC, WAAB, WBT, WEAN, WHK, WJAS, WJSV, WKBW, WKRC, WWVA, CKLW. 5:45 CST—KMOX, WFBM, WBBM, WCCO, WHAS.
7:00 EST (1/2)—Jack Benny. Don Bestor's Orchestra; Frank Parker, tenor; Mary Livingstone. (General Foods.)
WJZ, WBAL, WMAL, WBZ, WBZA, WSYR, WHAM, KDKA, WJR, WRVA, WPTF, WJAX, WIOD, WFLA, WTAR, WSOC. 6:00 CST—WKBF, WENR, KWCR, KSO, KWK, WREN, KOIL, WTMJ, WIBA, WEBC, KFYP, WAVE, WSM, WSB, WKY, WSMB, KVOO, WFAA, KTBS, KPRC, WOAI, WMC.
7:00 EST (1/2)—Alexander Woollcott, Town Crier for Cream of Wheat. Robert Armstrong's Orchestra.
WABC, WOKO, WHK, WCAU, WJAR, WCAE, WLIT, WCKY, WFBL, WKRC, WCAO, WNAC, WDRC, WJAS, WGR, WJSV, CKLW. 6:00 CST—WBBM, KSTP, WDAY, KMOX, WHAS, KMBC, WCCO. 5:00 MST—KLZ, KSL. 4:00 PST—KERN, KFRC, KDB, KHJ, KOL, KOIN, KFPY, KFBK, KWG, KGB, KVI, KMJ.
7:30 EST (1/2)—Joe Penner. Ozzie Nelson's Orchestra with Harriet Hilliard. (Fleischmann for the bakers of America.)
WJZ, WBAL, WMAL, WBZ, WBZA, WSYR, WHAM, KDKA, WJAR, WJR, WRVA, WPTF, WJAX, WIOD, WFLA, WWNC, WLW. 6:30 CST—WLS, KWCR, KSO, KWK, WREN, KOIL, WTMJ, WIBA, KSTP, WEBC, WDAY, KFYP, WSM, WMC, WSB, WJDX, WSMB, KVOO, WKY, WFAA, KPRC, WOAI. 5:30 MST—KOA, KDYL. 4:30 PST—KPO, KFI, KGW, KOMO, KHQ, KTAR.
7:30 EST—American Radiator Musical Interlude. Sigurd Nilssen, basso; Graham McNamee, narrator.
WEAF and network.
7:30 EST (1/2)—Gulf Headliners. Will Rogers and Stoopnagle & Budd in alternative cycles; Oscar Bradley's Orch. (Gulf Refining Co.)
WABC, WADC, WBIG, WBT, WKBW, WBNS, WCAO, WCAU, WHEC, WJAS, WKRC, WMAS, WNAC, WORC, WSPD, WDAE, WDBJ, WDBO, WDRC, WEAN, WFBL, WFEA, WHK, WJSV, WLBZ, WMBG, WOKO, WQAM, WTOP, CKLW. 6:30 CST—KLRA, KRLL, KTRH, KTSA, WALA, WACO, WBRC, WDOO, WDSU, WGST, WHAS, WLAC, WMBR, WOWO, WREC.
7:45 EST (1/4)—Wendell Hall, the Red

Headed Music Maker. (Fitch.)
WEAF, WTAG, WJAR, WCSH, WFB, WRC, WGY, WBEN, WCAE, WTA, WWJ, WSAI, CFCF, WTIC. 6:45 CST
WHO, WMAQ, KSD, KYW, WOW, WKY
8:00 EST (1/2)—Club Romance. Lois Benne soprano; Conrad Thibault, baritone; D. Voorhees' orchestra. (Lehn & Fink.)
WABC, WADC, WOKO, WCAO, WNA, WGR, WBBM, WKRC, WHK, CKL, WOWO, CFCF, CKAC, WDRC, WFB, KMBC, WHAS, WCAU, WJAS, WEA, KMOX, WFBL, WSPD, WJSV, WGS
7:00 CST—WBBM, WCCO, WGW, KFAB, KRLL, WFBM, WDSU, KMI, KTSA, WHAS, KTUL, KMOX, KLR, WGST, WMT, WBRC. 6:00 MST—K KLZ. 5:00 PST—KERN, KMJ, KH KOIN, KFBK, KGB, KFRC, KDB, KO KFPY, KWG, KVI.
8:00 EST (1)—Symphony Concert. Gu artists. (General Motors.)
WJZ, WSYR, WHAM, WBZ, WMA WBZA, WBAL, WJAR, KDKA, WCK WJR. 7:00 CST—WLS, KSO, KWC KOIL, WREN (KWK on at 8:15).
8:00 EST (1)—Chase & Sanborn Hour. W Opera Guild. Deems Taylor, narrate Symphony orchestra, direction Wilfr Pelletier; chorus, 40 voices; operas English. (Standard Brands, Inc.)
WEAF, WTIC, WTAG, WTAM, WBE WCAE, WIOD, WFLA, WWJ, WL CFCF, WWNC, WIS, CRCT, WFB WRC, WGY, WPTF, WJAR, WCS WRVA, WJAX, WSB (WAPI on at 8:3 7:00 CST—WMAQ, WSM, WTMJ, WO/ WOW, WMC, WJDX, KSD, WHO, WDA KYW, KFYP, KPRC, WKY, KST WEBC, WDAY, KVOO, WFAA, WSM WAVE. 6:00 MST—KTAR, KDYL, KO 5:00 PST—KFI, KGW, KPO, KOMO, KH
8:30 EST (1/2)—Eddie Cantor; Rubinoff, v. linist. (Lehn & Fink Products Co.)
WABC, WADC, WBT, WCAO, WCA WDRC, WEAN, WFBL, WGR, WH WJAS, WJSV, WKRC, WNAC, WOK WSPD, CKLW. 7:30 CST—KFAB, KLR KMBC, KMOX, KOMA, KRLL, KTR KTSA, WBBM, WBRC, WCCO, WDS WFBM, WGST, WHAS, KTUL, KWK WOWO, WREC. 6:30 MST—KLZ, KS 5:30 PST—KFPY, KFRC, KGB, KH KOIN, KOL, KVI.
9:00 EST (1/2)—Manhattan Merry-Go-Roun Rachel Carlez, blues singer; Pie Le Kreeun, tenor; Jerome Mann, i personator; Andy Sannella's Orchest Men About Town trio. (R. L. Watk Co.)
WEAF, WTIC, WJAR, WTAM, WCS WFBR, WRC, WGY, WTAG, WV WSAI, CFCF. 8:00 CST—KYW, KFI WMAQ, KSD, WHO, WOW, WTS KSTP, WEBC, WDAF. 7:00 MST—K KDYL. 6:00 PST—KHQ, KPO, K KGW, KOMO.
9:00 EST (1/2)—Silken Strings Progra Charles Previn and his orchestra. Ol Albani, soprano; guest artist. (Real s Hosiers.)
WJZ, WBAL, WMAL, WBZ, W WBZA, WSYR, WHAM, KDKA, WGA WJR, WLW. 8:00 CST—KWCR, WEN KSO, KWK, WREN, KOIL.
9:00 EST (1)—Detroit Symphony Orchest conducted by Victor Kolar. Guest co cert artists. (Ford Motor Co.)
WABC, WADC, WOKO, WCAO, WQA WDBO, WDAO, WMBR, WNAC, W WKRC, WHK, CKLW, WFBL, WJS WICC, WBNS, WLBW, WHP, WDI WTOP, WIBX, WSJS, WKBN, WDI WCAU, WJAS, WEAN, WSPD, WLI WSMK, WBT, WDNC, WBIG, WFI WHEC, WMAS, CFCF, WORC. 8:00 C —WOWO, WFBM, KMBC, WHAS, KMC WOC, KFAB, WBBM, WGST, WBI WDOO, KRLL, KTRH, WNOX, WKE KLRA, WREC, WISN, WCCO, WAI WSFA, WLAC, WDSU, KOMA, KTS KWKH, KSCJ, WSBT, WIBW, KTI WACO, WMT, KFH, KGKO, WNAX. 7 MST—KVOR, KLZ, KSL. 6:00 PST KERN, KMJ, KHJ, KOIN, KFBK, KO KFRC, KDB, KOL, KFPY, KWG, K KOH.
9:30 EST (1/4)—Walter Winchell to secrets. (Jergen's Lotion.)
WJZ, WBZ, WMAL, WJR, WL WBZA, WBAL, WSYR, WHAM, KDB WJAR. 8:30 CST—WENR, KWCR, K KWK, WREN, KOIL.
9:30 EST (1/2)—American Album of Fa iliar Music. Frank Munn, tenor; Virginia Rea, soprano; Bertrand Hirs violinist; Haenschen Concert Orchest (Bayer.)
WEAF, WTAG, WEEL, WJAR, WPT WCSH, WFBR, WWNC, WRC, W WBEN, WCAE, WTAM, WWJ, WS WSB, WIOD, WFLA, WRVA, WJ WPTF, CFCF, CRCT, WIS. 8:30 CS WMAQ, WHO, KSD, KYW, WA WOW, WMC, WOAI, WJDX, WFA WSMB, WKY, KPRC, WDAF, WT KSTP, WSM. 7:30 MST—KDYL, K 6:30 PST—KFI, KGW, KOMO, KI

(Continued on page 86)

Tune in, Your Husband May Be in Jail!

(Continued from page 56)

"business trips." Needless to say, he does not subscribe to the opinion that the radio is a great invention.

Milwaukee's District Court has taken the air! Throughout Wisconsin and surrounding states, countless thousands of listeners have enjoyed one of the most unusual programs on the ether waves—actual court broadcasts.

A voice booms through the loud-speaker. It is the clerk of court. "City of Milwaukee versus John Jones."

Another voice. This time it's the judge. "Swear in the defendant."

Again the clerk of court. "Do you solemnly swear that the testimony you are about to give is the truth, the whole truth and nothing but the truth, so . . ."

This is the real thing! And the listeners know it. Not just another court room drama put on by a group of studio players, but an authentic broadcast of the happenings in the police court of a metropolitan city. There are not any actors on this program. The judge is real, the policemen, attorneys and court attaches are real . . . and if the defendant is found guilty, he really "takes the rap," not foolin' about that!

Started two years ago as an experiment, these court room broadcasts have achieved a tremendous following. In fact, the Milwaukee Safety Commission, sponsor of the program, received almost as much fan mail as the participants in any other popular program broadcast over WTMJ, Milwaukee.

The novel idea first came up at a meeting of the Safety Commission. The number of automobile accidents in Milwaukee was greatly increasing. Many of these accidents could be attributed directly to the fact that the drivers had violated some traffic law or ordinance.

"If we could only educate the public, that it would know and obey at least the fundamental traffic laws," said one of the Commission members, "our accident rate would automatically diminish."

How to do it? That was the problem. Other means had been tried. Billboards, newspaper advertisements, driving schools. All of them had failed. As the Commission pondered over its weighty perplexity, suddenly an inspired expression appeared on the countenance of Dr. B. L. Corbett, executive secretary of the group.

"I think I've got the answer," he said. Why not broadcast the cases of people who've been arrested for traffic violations? Thousands of people would listen to such broadcasts because of their unusual nature. These thousands will then learn what the various traffic ordinances are. And, incidentally," he added, "they'll learn what happens when these laws are disobeyed."

The idea sounded very good at the time,

(Continued on page 87)



NEED A BLONDE FADE EARLY?

By *Lady Esther*

People say that blondes have a brilliant morning, but a short afternoon. In other words, that blondes fade early!

This, however, is a myth. Many blondes simply look older than their years because they use the wrong shade of face powder.

You should never choose a face powder shade just because you are a blonde or brunette. You should never try to match the color of your hair or the particular tone of your skin. A blonde may have a dark skin while a brunette may have quite a light skin and vice versa.

A face powder shade should be chosen, not to match your hair or coloring, but to *flatter* your whole appearance.

To Find the Shade that Flatters

There is only one way to find the shade of face powder that is most becoming to you, and that is to try *all* five basic shades.

Lady Esther Face Powder is made in the required five basic shades. One of these shades you will find to be the most flattering to you! One will instantly set you forth at your best, emphasize your every good point and make you look your most youthful and freshest.

But I don't ask you to accept my word for this. I say: Prove it at my expense. So

I offer to send you, entirely without cost or obligation, a liberal supply of all five shades of Lady Esther Face Powder.

When you get the five shades, try each one before your mirror. Don't try to pick your shade in advance. *Try all five!* Just the one you would least suspect may prove the most flattering for you. Thousands of women have written to tell me they have been amazed with this test.

Stays on for Four Hours —and Stays Fresh!

When you make the shade test with Lady Esther Face Powder, note, too, how exquisitely soft and smooth it is. It is utterly free from anything like grit. It is also a *clinging* face powder! By actual test it will stay on for four hours and look fresh and lovely all the time. In every way, as you can see for yourself, Lady Esther Face Powder excels anything ever known in face powder.

Write today! Just mail the coupon or a penny postcard. By return mail you'll receive all five shades of Lady Esther Face Powder.

Copyrighted by Lady Esther, 1935

(You can paste this on a penny postcard) (10)
Lady Esther, 2010 Ridge Ave., Evanston, Ill.

FREE

Please send me by return mail a liberal supply of all five shades of Lady Esther Face Powder.

Name _____

Address _____

City _____ State _____

(If you live in Canada, write Lady Esther, Toronto, Ont.)

Programs Day by Day

(Continued from page 84)

SUNDAYS (Continued)

KPO.
9:15 EST (1/2)—Sherlock Holmes with Louis Hector, Leigh Lovel and Joseph Bell. (G. Washington's Coffee.) WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, KDKA. 3:00 CST—WENR, KWCR, KSO, KOIL, WREN.
10:00 EST (1/2)—Wayne King. (Lady Esther.) WABC, WADC, WOKO, WCAO, WAAB, WKBW, WKRC, WHK, WBNS, CKLW, WDRC, WCAU, WJAS, WFBL, WSPD, WJSV, WFBM. 9:00 CST—KMOX, WBBM, KMBC, WHAS, WDSU, KMOX, WCCO, KRDL, WIBW, KFAB. 8:00 MST—KLZ, KSL. 7:00 PST—KERN, KMJ, KOIN, KFBK, KGB, KFRC, KDB, KOL, KFPY, KWG, KVL.
10:00 EST (1/2)—Pontiac Program. Jane Froman; The Modern Choir; Frank Black's orchestra. WFAF, WTIC, WTAG, WEEL, WJAR, WASH, WFBZ, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WLW, WRVA, WPTF, WWNC, WIS, WJAX, WIOD, WFLA, WSB, WTAR. 9:00 CST—WMAQ, WHO, KYW, WOW, WDAF, WTMJ, WIBA, KSTP, WEBC, WDAY, KTYR, WSM, WMC, WAPI, WJDX, WSMB, WSOC, WAVE, WKY, KTHS, WBAP, KTBS, KPRC, WOAI. 8:00 MST—KOA, KDYL, KGIR, KGHL. 7:00 PST—KPO, KFI, KGW, KOMO, KHQ, KFSD, KTAR.
11:00 EST (1/4)—Wendell Hall sings again for Fitch. 10:00 CST—WOAI, KTHS, WSM, WMC, WSB, WAPI, WJDX, WSMB, WAVE, WDAF, WKY, KPRC, WBAP, KTBS. 9:00 MST—KOA, KDYL. 8:00 PST—KPO, KFI, KGW, KOMO, KHQ.
11:15 EST (1/4)—Walter Winchell. The Jergens Program. 10:15 CST—WSM, WMC, WSB, WOAI, WAPI, WJDX, WSMB, WKY, KTHS, WBAP, KTBS, KPRC, WAVE. 9:15 MST—KOA, KDYL, KGIR, KGHL. 8:15 PST—KPO, KFI, KGW, KOMO, KHQ, KFSD, KTAR.
11:30 EST (1/2)—Jack Benny and Don Bestor's Orchestra; Frank Parker, tenor, and Mary Livingstone. 9:30 MST—KDYL, KGIR, KGHL, KOA, KTAR. 8:30 PST—KPO, KFI, KGW, KOMO, KHQ, KFSD, KTAR.
12:00 EST (1/2)—The Silken Strings Program—Olga Albani, soprano; Charles Previn and his orchestra; Don McGibeny, master of ceremonies. 10:00 MST—KOA, KDYL. 9:00 PST—KPO, KFI, KGW, KOMO, KHQ.

MONDAYS

(February 4th, 11th, 18th and 25th.)

5:45 EST (1/4)—Little Orphan Annie—childhood playlet with Shirley Bell and Allan Baruck. WJZ, WBZ, WBZA, KDKA, WBAL, WGAR, WSYR, WRVA, WJAX, CRCT, WCKY, WHAM, WMAL, WPTF, WFLA, CFCF, WJR, WIOD.
6:00 EST (1/4)—Buck Rogers. Adventures in the 25th century. (Cocomalt.) WABC, WOKO, WAAB, WBNS, WCAO, WCAU, WFBL, WHEC, WHK, WJAS, WJSV, WKBW, WKRC, CKLW. (See also 7:30 EST.)
6:15 EST (1/4)—Bobby Benson and Sunny Jim. Cowboy stories for the kiddies. (Hecker H-O.) WABC, WAAB, WGR, WCAU, WHEC, WMA, WFBL, WLBZ, WDRC, WEAN, WOKO.
6:15 EST (1/4)—Tom Mix. Western drama for the youngsters. (Ralston.) WMAQ, WHO, WOW, WTMJ, WIBA, KSTP. 5:15 CST—KSD, WEBC.
6:30 EST (1/2)—The Shadow. Mystery drama. (Delaware Coal Co.) WABC, WCAO, WCAU, WDRC, WEAN, WFBL, WHEC, WJSV, WKBW, WAAB, WOKO, WORC.
6:45 EST (1/4)—Lowell Thomas gives the day's news. (Sun Oil.) WJZ, WGAR, WLW, CRCT, WRVA, WBAL, WBZ, KDKA, WHAM, WJR, WSYR, WBZA, WJAX, WIOD, WFLA, WMAL, CFCF.
6:45 EST (1/4)—Billy Batchelor. Home town sketches with Raymond Knight and Alice Davenport. (Wheatena.) WFAF, WEEL, WTIC, WJAR, WTAG, WASH, WFBZ, WRC, WGY, WBEN, WCAE, WTAM, WWJ. 5:45 CST—KYW.
6:45 EST (1/4)—Little Orphan Annie—childhood playlet with Shirley Bell and Allan Baruck. 5:45 CST—KWK, WREN, KOIL, WKBF, KSTP, WEBC, WDAY, KFJR, WSM, WMC, WSB, WJDX, WKY, KPRC, WOAI, KTBS, WAVE, WSMB, WBAP, WENR.
7:00 EST (1/4)—Amos 'n' Andy. (Pepso-dent.) WJZ, WBAL, WMAL, WBZ, WBZA, KDKA, WLW, WCKY, WENR, CRCT, WHAM, WGAR, WJR, WRVA, WPTF, WIOD, WFLA. (See also 11:00 P.M. EST.)

7:00 EST (1/4)—Myrt and Marge. (Wrigley's.) WABC, WADC, WBT, WCAO, WGR, WCAU, WWVA, WDAE, WDIO, WDRC, WEAN, WFBL, CKLW, WHK, WJAS, WJSV, WKRC, WNAC, WOKO, WQAM, WSPD, WTCO. (See also 11:00 P.M. EST.)
7:15 EST (1/4)—Willard Robinson and his Deep River Orchestra. (Vick Chemical Co.) WJZ, WBAL, WMAL, WBZ, WBZA, WSYR, WHAM, KDKA, WJR, WCKY. 6:15 CST—WENR, KWCR, KSO, KWK, KOIL.
7:15 EST (1/4)—"Just Plain Bill." Sketches of small town barber. (Kolynos.) WABC, WCAO, WCAU, WHK, WGR, WJAS, WJSV, WKRC, WNAC, CKLW.
7:30 EST (1/4)—Buck Rogers. Adventures in the 25th century. (Cocomalt.) 6:30 CST—KMBC, KMOX, KRDL, KTRH, WBBM, WCCO, WDSU, WFBM, WGST, WHAS, KTSA, WMBG, WBT.
7:30 EST (1/4)—"Red" Davis. Dramatic sketch. (Beech Nut.) WJZ, WBAL, WBZA, WSYR, WLW, WTAR, WSOC, WRVA, WWNC, WJAX, WFLA, WMAL, WBZ, WHAM, KDKA, WPTF, WIS, WIOD, WSB. 6:30 CST—WENR, KWCR, KSO, KWK, WEBC, WMC, WSMB, KTBS, WREN, KOIL, WIBA, WFAA, WKBF, WOAI, KPRC, KSTP, WSM, WJDX, WKY, WAVE. 5:30 MST—KOA, KDYL.
7:30 EST (1/4)—Silver Dust Presents "The O'Neills." Dramatic Sketch with Kate McComb, Jack Rubin and Jane West. WABC, WOKO, WCAO, WGR, WDRC, WCAU, WJAS, WFBL, WJSV, WHP, WHEC, WMA, WWVA, WORC.
7:45 EST (1/4)—Dramatic sketch with Elsie Hitz and Nick Dawson. (Woodbury's.) WJZ, WLW, WBAL, WMAL, WBZ, WBZA, WSYR, WHAM, KDKA, WGAR, WJR. 6:45 CST—WENR, WKY, WHO, KTBS, KWK, KWCR, KSO, KOIL, WREN, WSM, WSB, WSMB, WFAA.
7:45 EST (1/4)—"Uncle Ezra's Radio Station E-Z-R-A" with Pat Barrett, Cliff Soubier, Carleton Guy, Nora Canneen and others. WFAF, WJAR, WTAG, WEEL, WBEN, WCAE, WRC, WASH, WGY, WTAM, WSAI. 6:45 CST—WMAQ, KYW, WDAF, WOW.
7:45 EST (1/4)—Boake Carter, commentator on the news. (Philco.) WABC, WCAO, KMBC, WNAC, WJSV, WHK, CKLW, WCAU, WJAS, WBT, WGR. 6:45 CST—WBBM, WHAS, KMOX, WCCO.
8:00 EST (1/2)—Jan Garber and his orchestra with Dorothy Page. (Yeast Foam.) WJZ, WBAL, WMAL, WBZ, WHAM, WBZA, WSYR, KDKA, WGAR, WLW, WJR. 7:00 CST—WLS, KWCR, KSO, WREN, KOIL, KWK, WKBF. 6:00 MST—KOA, KDYL. 5:00 PST—KPO, KFI, KGW, KOMO, KHQ.
8:00 EST (1/4)—Diane and Her Life Saver. Rhoda Arnold and Alfred Drake, vocalists; Lucile Wall and John Driggs, dramatic cast. Meyer Davis' orchestra. (Life Savers, Inc.) WABC, WADC, WCAO, WCAU, WDRC, WEAN, WFBL, WHK, WJAS, WJSV, WKBW, WKRC, WNAC, WOKO, WSPD, CKLW. 7:00 CST—KMBC, KMOX, WBBM, WFBM, WHAS, WOWO. 6:00 MST—KLZ, KSL. 5:00 PST—KFPY, KFRC, KGB, KHJ, KOIN, KOL, KVI.
8:00 EST (1/2)—Richard Himber's orchestra with Joey Nash, vocalist. (Studebaker Motor Co.) WFAF, WTIC, WTAG, WEEL, WJAR, WASH, WFBZ, WRC, WGY, WBEN, WCAE, WTAM, WSAI. 7:00 CST—KSD, WHO, WOW, WMAQ, KVOO, WKY, WFAA, KPRC, WOAI, KTBS, WOC, WBAP, WDAF. (WWJ off 8:15.)
8:15 EST (1/4)—Edwin C. Hill gives the human side of the news. (Wasey Products.) WABC, WADC, WCAO, WCAU, WDRC, CKLW, WEAN, WFBL, WHK, WJAS, WJSV, WGR, WKRC, WNAC, WOKO, WSPD. 7:15 CST—KMBC, KMOX, WBBM, WCCO, WFBM, WHAS.
8:30 EST (1/2)—Firestone Concert; Gladys Swarthout, Richard Crooks and Nelson Eddie alternating artists; Wm. Daly's orchestra. (Firestone Tire & Rubber Co.) WFAF, WTIC, WTAG, WEEL, WJAR, WASH, WLIT, WFBZ, WRC, WGY, WBEN, WTAM, WWJ, WLW, WCAE, CRCT, CFCF, WPTF, WWNC, WIS, WJAX, WIOD, WFLA, WSOC, WTAR. 7:30 CST—WKBF, WMAQ, WOC, WHO, WOW, WDAF, KSTP, WDAY, WEBC, WTMJ, WIBA, KFJR, WSM, WMC, WSB, WJDX, WSMB, WAVE, KVOO, WKY, KTBS, KPRC, WOAI.
8:30 EST (1/2)—Carefree Carnival—Meredit Willson's Orchestra; Gogo Delys.

(Continued on page 88)



An Affliction so Embarrassing, Many Bear it in Silence!

PILES are enough almost to drive one mad! They torment you day and night, even while you are abed.

The pain is a severe drain on your strength and vitality and handicaps you in your every activity. The dangerous part about Piles is that because of the delicacy of the ailment many are reluctant to seek relief. For this reason Piles often develop into something very serious.

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Pazo is effective because it is threefold in effect. First, it is *soothing*, which relieves the soreness and inflammation. Second, it is *healing*, which repairs the torn and damaged tissues. Third, it is *absorbing*, which dries up any mucous matter and tends to shrink the swollen blood vessels which are Piles.

Pazo comes in two forms—in tubes and tins. The tubes have a special Pile Pipe for insertion in the rectum. All drug stores sell Pazo at small cost. Mail coupon for free trial tube.

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Barbo imparts color to streaked, faded or gray hair, making it soft and glossy. It will not color the scalp, is not sticky or greasy and does not rub off.

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U. S. SCHOOL OF WRITING, Dept. C-19
20 W. 60 St., New York, N. Y.

(Continued from page 85)

not entirely practical. Broadcasts had never been made from a court room while court was in session. This brought up several important questions. Would it interrupt the dignified court procedure? Would it be possible to pick up the voices of all the participants in a case? Most important of all, would the judge consent? The last question was answered first. Judge George E. Page, who presides over District Court, readily agreed that it was a splendid plan. After two years' experience Judge Page still believes that it was a fine idea.

"The court room broadcasts have accomplished their purpose," he says. "Automobile drivers living in Milwaukee, and those in surrounding territory who often drive into the city, are now more familiar with our traffic laws than ever before." Listen to this:

"These court broadcasts may be hot stuff to you, but they're just a pain in the neck to me."

Thus wrote an irate husband to the Milwaukee Safety Commission. It seems that his wife is a regular listener to the program. Now she is familiar with practically every traffic law "do" and "don't." Perched in the back seat, she doesn't hesitate to impart her driving knowledge to her helpless husband as he sits behind the wheel. Hence his complaint to the Commission.

Several hundred other letters have voiced the same sentiments.

But to get back to the broadcasts.

Two microphones, placed on the judge's bench, pick up the testimony of everyone connected with the case being tried. Outside of a brief introduction by the station announcer before the program goes on the air, the only voices heard during the period are those of the court clerk calling the scheduled cases, the presiding judge, prosecuting and defending

(Continued on page 89)



Each Saturday evening you can hear the handsome Earl Oxford, baritone soloist of "Something Old—Something New."

Your EYES CAN HAVE THE SAME BEAUTY AND APPEAL AS *these* . . .



Maybelline Eyelash Darkener

Instantly darkens eyelashes, making them appear longer, darker, and more luxuriant. It is non-smarting, tear-proof and absolutely harmless. The largest selling eyelash beautifier in the world. Black, Brown and the NEW BLUE



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Maybelline Eyelash Tonic Cream

A pure and harmless tonic cream, helpful in keeping the eyelashes and eyebrows in good condition. Colorless



Maybelline Eyebrow Brush

Regular use of this specially designed brush will train the brows to lie flat and smooth at all times. Extra long, dainty-grip handle, and sterilized bristles, kept clean in a cellophane wrapper.



Hidden in the depths of *your* eyes is the same irresistible allure that makes *this* girl so stunning. Why let it lie there, dormant, useless? Bring it to life! Release it with Maybelline eye make up. Instantly transform your lashes into a dark, luxuriant fringe with Maybelline mascara. Now use Maybelline Eye Shadow to accentuate the size and brilliance of your eyes . . . then Maybelline Eyebrow Pencil to smoothly form your brows. To care for your lashes and brows, use Maybelline Eyelash Tonic Cream, and there is the Special Maybelline Eyebrow Brush for brushing and training lashes and brows.

Millions follow the Maybelline method to eye beauty. Your eyes, too, can be taunting, tempting, bewitching pools of loveliness . . . instantly. Purse sizes of Maybelline preparations are obtainable at all leading ten cent stores.

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EYE BEAUTY AIDS

Programs Day by Day

(Continued from page 86)



Pimples?

HERE'S DOCTOR'S ADVICE

Doctor's tests show you can clear up blemishes in as little as three days. Here's all you do:

Use Ambrosia, the pore-deep liquid cleanser, three times a day. You feel Ambrosia tingle. You know it is cleansing as nothing has done before. Skin specialist who made 789 tests of the use of Ambrosia reported:

"Ambrosia cleanses thoroughly and deeply. Is antiseptic, healing and tonic. Prevents the formation of blackheads and blemishes."

Begin now to have clear, unblemished skin. Get a bottle of Ambrosia at any drug or department store. Only 75¢. In smaller sizes at 10¢ stores.

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THE PORE-DEEP CLEANSER

Soothe THOSE TIRED EYES!

Murine relieves and relaxes tired eyes. Removes irritating particles. Refreshing. Easy to use. Safe. Recommended for nearly 40 years. For all ages. Ask your druggist.

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MONDAYS (Continued)

contralto; Will Aubrey, Bard of the Byways; Senator Fishface, comedian; Rita Lane, soprano; Marshall Maverick's hill-billy group; Ned Tollinger, master of ceremonies.

WJZ, WMAL, WBZ, WBZA, WSYR, KDKA, WGAR, WJR, WLIT, WCKY, 7:30 CST—WLS, KWCR, KSO, WREN, KOIL, 6:30 MST—KOA, KDYL, 5:30 PST—KPO, KFI, KGW, KOMO, KHQ.

8:30 EST (1/2)—Kate Smith's New-Star Revue with Jack Miller's Orchestra, Three Ambassadors and Guest Talent. (Hudson Motor Car Co.)

WABC, WADC, WOKO, WCAO, WNAC, WGR, WKRC, WHK, CKLW, WDRC, WCAU, WJAS, WEAN, WFBL, WSPD, WJSV, WBT, WMA, WBNS, WLBZ, WSMK, WMBR, WDAE, WFEA, WLAC, WDSU, WMBG, WHEC, KTUL, WIBX, WORC, 7:30 CST—WFBM, KMBG, KRDL, WCCO, WMT, WBBM, WOWO, WHAS, WDSU, KTRH, WNOX, WOC, WGST, KFAB, KLRA, WREC, WISN, WCCO, WALA, WSEA, KOMA, KTSB, WBST, WIBW, KFIH.

9:00 EST (1/2)—Andre Kostelanetz's orchestra and singers. (Chesterfield.)

WABC, WCAO, WADC, WBIG, WBT, WBNS, WCAU, WDAE, WDBJ, WDBO, WDRC, WEAN, WFBL, WNAC, WOKO, WORC, WSPD, CKLW, WFEA, WHEC, WHK, WICC, WJAS, WJSV, WKBW, WKRC, WLBW, WLBZ, WMA, WMBG, WPG, WQAM, WHP, WDNC, WGLC, WIBX, WSJS, WTOC, 8:00 CST—WMBR, KFIH, WNOX, WSEA, WALA, KTUL, KWKH, KGKO, KLRA, KMBC, KMOX, KOMA, KRDL, KSCJ, KTRH, KTSB, WACO, WBBM, WBRC, WCCO, WDOD, WDSU, WFBM, WGST, WHAS, WIBW, WISN, WKBH, WLAC, WMBD, WMT, WNA, WOWO, WREC, 7:00 MST—KLZ, KSL, 6:00 PST—KFPY, KFRC, KGB, KSL, KOH, KOIN, KOL, KERN, KMJ, KHJ, KFBK, KDB, KWG.

9:00 EST (1/2)—A & P Gypsies Orchestra, direction Harry Horlick, Frank Parker, tenor.

WEAF, WTIC, WTAG, WEEL, WJAR, WCAE, WCSH, WWJ, WLIT, WGY, WBEN, WTAM, 8:00 CST—KSD, WOW, WDAF, WHO, WOC, WMAQ.

9:00 EST (1/2)—Sinclair Greater Minstrels; old time minstrel show.

WJZ, WGAR, WWNC, WSYR, WTAR, WLW, WIS, WJAX, WIOD, WFLA, WBAL, WBZ, WBZA, WHAM, KDKA, WSB, WSOC, WJR, WPTF, 8:00 CST—WLS, KWK, WREN, KSO, KVOO, KSTP, WEBC, KTHS, WDAY, KPRC, KTBS, KOIL, KFJR, WTMJ, WFAA, WMC, WSMB, WJDX, WIBA, WOAI, WKY, 7:00 MST—KTAR, KOA, 6:00 PST—KFI, KFSD, KPO.

9:30 EST (1/2)—Colgate House Party with Conrad Thibault, Al Goodman's band, and guests. (Colgate-Palmolive-Peet Co.)

WEAF, WTAG, WEEL, WJAR, WCSH, WCAE, WTAM, WRVA, WWNC, WJAX, WFLA, WFB, WRC, WGY, WBEN, WWJ, WLW, WPTF, WIS, WIOD, WSB, WJDX, WSAI, 8:30 CST—WMAQ, WOW, KSTP, WEBC, KYW, WDAY, KFJR, WMC, WSMB, WKY, KTBS, KPRC, WOAI, WDAF, KSD, WIBA, WHO, WTMJ, WSM, KVOO, WFAA, 7:30 MST—KOA, KDYL, 6:30 PST—KPO, KFI, KGW, KOMO, KHQ.

9:30 EST (1/2)—Block & Sully, comedy; Gertrude Niesen; Lud Gluskin's orchestra. (Ex-Lax Co.)

WABC, WADC, WOKO, WCAO, WCAU, CKAC, WBNS, WBT, WFBL, WJSV, WNAC, WKBW, WKRC, WHK, CKLW, WDRC, WJAS, WEAN, WSPD, WICC, 8:30 CST—WBBM, WOWO, WFBM, KMBC, WHAS, KMOX, KFAB, WREC, WCCO, WDSU, 7:30 MST—KLZ, KSL.

9:30 EST (1/2)—Princess Pat Players. Dramatic sketch.

WJZ, WBAL, WSYR, WJR, WMAL, WBZ, WBZA, WHAM, KDKA, WGAR, 8:30 CST—WENR, WCKY, KWCR, KSO, KWK, WREN, KOIL.

10:00 EST (1/2)—Chappel Brothers. Jackie Heller, orchestra director, Harry Kogen. Basic blue network.

WJZ, WBAL, WMAL, WBZ, WBZA, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, 9:00 CST—WENR, KWCR, KSO, WREN, KOIL.

10:00 EST (1/2)—Wayne King's orchestra. (Lady Esther.)

WABC, WADC, WOKO, WCAO, WAAB, WCAU, WEAN, WSPD, WBNS, WKBW, WKRC, WHK, CKLW, WDRC, WJAS, WFBL, WJSV, 9:00 CST—WBBM, KMBC, WHAS, KMOX, KFAB, WCCO, WIBW, WDSU, KRDL, WFBM, 8:00 MST—KLZ, KSL, 7:00 PST—KERN, KMJ, KHJ, KOIN, KGB, KFRC, KOL, KFPY, KVI, KFBK, KDB, KGW.

10:00 EST (1/2)—Contented Program, Lullaby Lady; male quartet; Morgan L. Eastman orchestra. (Carnation Co.)

WEAF, WTAG, WEEL, WJAR, CRCT, CFCF, WCSH, WCAE, WLW, WFB, WRC, WTIC, WGY, WBEN, WTAM, WWJ, 9:00 CST—WMAQ, KYW, KSD,

WHO, WOW, WDAF, WFAA, 8:00 MST—KOA, KDYL, KFJR, WEBC, WTMJ, KSTP, WSM, WMC, WSB, WKY, KPRC, WOAI, 7:00 PST—KPO, KFI, KGW, KOMO, KHQ.

11:00 EST (1/4)—Amos 'n' Andy. (Pepso dent.)

WSB, 10:00 CST—WENR, KWK, WREN, KOIL, WMC, WKY, WBAP, WOAI, WTMJ, KSTP, WSM, WSM, KTHS, KPRC, WDAF, 9:00 MST—KOA, KDYL, 8:00 PST—KPO, KFI, KGW, KHQ, KOMO.

(See also 7:00 P.M. EST.)

11:00 EST (1/4)—Myrt and Marge. (Chey Wrigley's.)

10:00 CST—KFAB, KLRA, KMBC, KMOX, KOMA, KRDL, WGST, WLAC, KTRH, WBBM, WBRC, WCCO, WDSU, WFBM, WHAS, WREC, WSEA, 9:00 MST—KLZ, KSL, 8:00 PST—KERN, KMJ, KFI, KFPY, KFRC, KGB, KHJ, KOIN, KVI.

(See also 7:00 P.M. EST.)

11:15 EST (1/4)—Edwin C. Hill humanize the news. (Wasey Products.)

8:15 PST—KERN, KMJ, KHJ, KOIN, KFBK, KGB, KFRC, KDB, KOL, KFPY, KGW, KVI, KLZ, KSL.

11:15 EST (1/4)—Red Davis.

9:15 MST—KOA, KDYL, 8:15 PST—KPO, KFI, KGW, KOMO, KHQ, KFSD.

11:15 EST—Jesse Crawford, organist. WEAF and associated NBC stations.

11:30 EST (1/2)—Voice of Firestone Concerts.

9:30 MST—KOA, KTAR, KDYL, KGIR, KGH, 8:30 PST—KFSD, KGU, KFI, KGW, KPO, KHQ, KOMO.

(See also 8:30 P.M. EST.)

11:30 EST (1/2)—Kate Smith's New Star Revue with Jack Miller's Orchestra, Three Ambassadors and Guest Talent. (Hudson Motor Car Co.)

9:30 MST—KLZ, KSL, 8:30 PST—KERN, KMJ, KHJ, KOIN, KFBK, KGB, KFRC, KDB, KOL, KFPY, KGW, KVI.

TUESDAYS

(February 5th, 12th, 19th and 26th.)

5:45 EST (1/4)—Little Orphan Annie. See Monday same time for stations.

6:00 EST (1/4)—Buck Rogers. Sketches of imaginary adventures in the 25th Century. (For stations see Monday.)

6:15 EST (1/4)—Bobby Benson. (For stations see Monday.)

6:45 EST (1/4)—Little Orphan Annie. See Monday same time for stations.

6:45 EST (1/4)—Lowell Thomas. News. (For stations see Monday.)

6:45 EST (1/4)—Billy Batchelor. Small town sketch. (For stations see Monday.)

7:00 EST (1/4)—Amos 'n' Andy. (For stations see Monday.)

7:00 EST (1/4)—Myrt & Marge. (For stations see Monday. See also 11:00 P.M. EST.)

7:15 EST (1/4)—Whispering Jack Smith and orchestra. (Ironized Yeast.)

WEAF—red network of NBC. WEAF, WTIC, WTAG, WJAR, WCSH, WFB, WRC, WBEN, WTAM, WSAI, 6:15 CST—KYW, WMAQ, KSD.

7:15 EST (1/4)—"Just Plain Bill." Sketches of small town barber. (For stations see Monday.)

7:15 EST (1/4)—Carlsbad Presents Morton Downey, Ray Sinatras orchestra. Guy Bates Post, narrator.

WJZ, WFI, WHAM, WBZ, WBZA, WGAR, WMAL, KDKA, WJR, WCKY, 6:15 CST—WKBF, KSO, WENR, KWCR, KOIL, WREN.

7:30 EST (1/4)—Buck Rogers. Sketches of imaginary adventures in the 25th century. (For stations see Monday.)

7:30 EST (1/2)—Edgar A. Guest, verse vocal trio; Josef Koestner's orch Household musical memories. (Household Finance Corp.)

WJZ, WBZ, WHAM, WBZA, WCKY, WMAL, WGAR, WHAM, WBAL, KDKA, WSYR, 6:30 CST—WREN, WENR, KOIL, KWCR, KSO, KWK.

7:45 EST (1/4)—Boake Carter. News. (For stations see Monday.)

8:00 EST (1/2)—Call for Philip Morris. Also for Philip Duey, baritone; with Le Reisman's orchestra.

WEAF, WTAG, WFB, WBEN, WCSH, WPTF, WWNC, WIS, WJAX, WIOD, WFLA, WSOC, WTAR, WCAE, KYW, WHO, WEEL, WJAR, WRC, WTAM, WTIC, WGY, WWJ, 7:00 CST—WIBA, WDAF, WKBF, WMAQ, KSTP, WEBC, WDAY, KFJR, WSM, WMC, WJDX, WSMB, KVOO, WKY, WBAP, KTBS, KPRC, WAVE, WTMJ, KSD, WOW, WSB.

(See also 11:30 P.M. EST.)

8:00 EST (1/2)—"Lavender & Old Lace." Songs of other days, with Frank Munn tenor; Hazel Glenn, soprano, and Gustave Haenschen's orch. (Bayer's As

(Continued on page 90)

(Continued from page 87)

attorneys, arresting police officer and witnesses.

From the beginning, the program has been an outstanding success, both from a standpoint of listener interest and from a standpoint of helping Milwaukee police enforce the traffic laws. Many operators of large fleets of trucks in Milwaukee and surrounding cities insist upon having their drivers listen to the broadcasts. Numerous letters are received every day. Judge Page and the Safety Commission as a result of the program. Many of the letters bring up various questions of law. Some make suggestions, while others merely comment enthusiastically on the unique form of entertainment.

Much of the popularity of the Court broadcasts can be attributed to the fact that they always offer plenty of human interest, spiced with generous portions of galls and humor.

Many insiders are still chuckling over a young chap who recently staged such a good show in court.

The youth, pale-faced, heard the judge's words: "Ten dollars and costs. Next case!" With a brilliant display of high school oratory, the lad had defended himself during his radio court trial for speeding. But it was to no avail. The court had found him guilty.

Now, dejectedly, he walked towards the attorney's office to make arrangements for paying the fine. Although it was his father's car, the youth had intimated that dad had no intention of paying his son's fine.

As he walked down the hall he glanced into the press room where the writer was sitting. Noticing a phone, he asked to use it. He wanted to call home. To break the bad news, apparently. This, we thought, was the payoff. We felt sorry, but not for long.

His mother answered the call. "Hello, son," he said. "How'd I sound?"

Being only human, after all, some motorists listen to the program just for the satisfaction of hearing an unfortunate victim "get it in the neck."

One motorist became so absorbed in the broadcast that he failed to notice an automatic traffic light. As a result he went right through. A passing police squad car spotted the deed and gave pursuit. The police machine overtook the car and forced it to the curb.

Still engrossed in the court program, the motorist was surprised to see the officers. He was about to ask what he had done when he heard a voice coming from the loudspeaker of his auto radio. The voice was that of the clerk of the court, and he was saying to a defendant in the court room: "You are charged with violating the automatic traffic light ordinance."

While no one is required to go on the air unless he or she wishes to, those who play such an important role in the true court room radio dramas seldom decline the opportunity to appear before the microphone. Some do it just for the thrill of having their voices broadcast, while others willingly accept the chance because they hope for a better "break," feeling that the judge will be in a more charitable mood during the period that his verdicts are heard by thousands of listeners. No

(Continued on page 91)

Difficult Days?

*I don't have them
any more!*




"When I think of the way I used to suffer regularly, setting aside certain days when any activity was out of the question—even walking any distance—you may know how grateful I am for Midol. Now, I have no such pain, or even discomfort. I ride horseback on the days that once demanded absolute quiet."

This is not the experience of just one woman. Thousands could tell how Midol has given back those days once given over to suffering.

Midol might end all periodic pain for *you*. And even if it didn't, you would get a measure of relief well worth while. Remember, this is a special medicine, recommended by specialists for this particular purpose. But it is *not* a narcotic, so don't be afraid of the speed with which Midol takes hold.

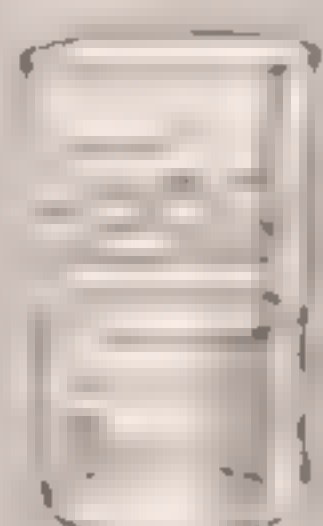
You may obtain these tablets at any drugstore. Get some today, and be prepared. Taken in time, they may spare you any pain at all. Or relieve such pain at any time. They are effective for several hours, so two tablets should see you through your worst day.

Just ask the druggist for Midol. Or look for it on his toilet goods counter. Or let the makers send you some to try. Whatever you do, don't decline this comfort any longer.



An Invitation

to try it without expense; mail this to Midol,
170 Varick St., N.Y., and receive trial box free.



Name.....

Address.....

Programs Day by Day

(Continued from page 88)



Smart SPRING STYLES
inexpensively priced

Dress in the height of fashion at little cost. You can, by wearing authentically styled Fashion Frocks offered direct from the maker through specially appointed representatives, or you can order right from this magazine. Either way, your satisfaction is guaranteed.

Fashion Frocks

CHARMINGLY DIFFERENT

Here's a most engaging sports frock, with raglan shoulder, chic scarf, smart polo belt and flattering cut of skirt. Two shades, fashionable Sun Orange or Peacock Blue. Scarf and button trimming are softly harmonizing brown. Direct from factory. Sizes 14 to 40. Price, only \$7.98.

Employment for Women

Reliable women can earn money demonstrating these lovely Fashion Frocks and get their own dresses free. No capital, experience or investment necessary. Write fully for representatives' plan and give dress size.

FASHION FROCKS, Inc.
Dept. C-250, Cincinnati, O.

BECOME AN EXPERT ACCOUNTANT

Executive Accountants and C. P. A.'s earn \$3,000 to \$15,000 a year. Thousands of firms need them. Only 12,000 Certified Public Accountants in the U. S. We train you thoroughly at home in spare time for C. P. A. examinations or executive accounting positions. Previous experience unnecessary. Personal training under supervision of staff of C. P. A.'s, including members of the American Institute of Accountants. Write for free book, "Accountancy, the Profession that Pays."

LaSalle Extension University, Dept. 3318H, Chicago
The School That Has Trained Over 1,200 C. P. A.'s

5¢ EACH LITTLE BLUE BOOKS

Send postcard for our free catalogue. Thousands of bargains. Address: **LITTLE BLUE BOOK CO., Catalogue Dept., Desk 349, GIRARD, KANSAS**

AMAZING TYPEWRITER BARGAIN

New Remington Portable only 10c a day

10-DAY FREE TRIAL OFFER
Only 10c a day buys this latest model machine. Not a used or rebuilt typewriter. Not an incomplete machine. A beautiful brand new regulation Remington Portable. Standard 4-row keyboard; standard width carriage; margin release on keyboard; back spacer; automatic ribbon reverse; every essential feature found in standard typewriters. Carrying case and typing course free. . . . absolutely the biggest typewriter value ever offered! Try it in your home or office 10 days free. If you do not agree that it is the finest portable at any price, return it at our expense. Don't delay. We pay cost of shipment direct from the factory to you. You save on the purchase price, you don't risk a cent. Write now!

FREE HOME TYPING COURSE
Write Remington Rand Inc., Dept. 140-3, Buffalo, N. Y.



TUESDAYS (Continued)

plin.)
WABC, WADC, WOKO, WKRC, WEAN, WJSV, WCAO, WNAC, WGR, WHK, WFBL, CKLW, WDRG, WCAU, WJAS, WSPD. 7:00 CST—WBBM, WFBM, KMBC, WHAS, KMOX.
8:00 EST (1/2)—Eno Crime Clues. Mystery drama. Second half Wednesday night. (Harold S. Ritchie & Co.)
WJZ, WBAL, WMAL, WSYR, KDKA, WBZ, WBZA, WGAR, WJR, WLW. 7:00 CST—WLS, KWCR, KSO, KWK, WREN, KOIL.
8:30 EST (1/2)—"Melodiana," with Abe Lyman's orch., Vivienne Segal, soprano, and Oliver Smith, tenor. (Phillips Dental Magnesia.)
WABC, WOKO, WCAO, WNAC, WADC, WJAS, WSPD, WJSV, WGR, WHK, WDRG, WEAN, WHEC, WKRC, CKLW, WCAU, WFBL, CFRB. 7:30 CST—WBBM, WHAS, WOWO, WFBM, KMBC, KMOX, WCCO.
8:30 EST (1/2)—Lady Esther Serenade and Wayne King's dance music.
WEAF, WCAE, WBEN, WRC, WSAI, WGY, WCHS, WTAM, WTIC, WTAG, WEEL, WJAR, WWJ. 7:30 CST—WTMJ, KSD, WOW, KYW, WHO, WKY, WDAF, WSM, WKBF, WSMB, KPRC, WBAP, WMC, KVOO, KSTP, WMAQ, WOAI, WSB.
8:30 EST (1/2)—Packard Program. Lawrence Tibbett, Wilfred Pelletier's orchestra; John B. Kennedy.
WJZ, WMAL, WHAM, WBAL, WFL, WCKY, WJR, WBZ, KDKA, CFCE, WBZA, WSYR, WGAR, CRCT. 7:30 CST—WLS, KWCR, KWK, KSO, WREN, KOIL.
(Station list incomplete.)
9:00 EST (1/2)—Vicks Chemical Co. Grace Moore, soprano, with Harry Jackson's orchestra.
WJZ and network.
9:00 EST (1/2)—Bing Crosby sings from coast to coast. Mills Bros., and Georgie Stoll's orchestra. (Woodbury.)
WABC, WOKO, WNAC, WKRC, WDRG, WJAS, WFBL, WJSV, WADC, WCAO, WKBW, WHK, WCAU, WEAN, WSPD, WBT, CKLW. 8:00 CST—KTRH, KTSA, WBBM, WOWO, WFBM, KMBC, WHAS, KLRA, KMOX, KRLD, WREC, WCCO, WDSU, KTUL, WGST. 7:00 MST—KLZ, KSL. 6:00 PST—KERN, KMJ, KHJ, KGB, KERC, KDB, KOL, KFPY, KOIN, KFBK, KWG, KVI.
9:00 EST (1/2)—Buoyant Ben Bernie and his orch. (Pabst.)
WEAF, WTAG, WJAR, WGY, WSAI, WTAM, WTIC, WEEL, WCHS, WBEN, WWJ, WFBM, WRC, WCAE. 8:00 CST—WMAQ, WOW, WTMJ, KYW, KSD, KVOO, WSB, WBAP, KPRC, KSTP, WDAY, KFJR, WMC, KTBS, WOAI. 7:00 MST—KOA.
(See also 12:00 Midnight EST.)
9:30 EST (1/2)—Isham Jones and his orchestra with guest stars and melodeers quartet. (Chevrolet.)
WABC, WADC, WOKO, WCAO, WBNS, WJAS, WBIG, WLBZ, WNAC, WKBW, WKRC, WHK, WDRG, WCAU, WJAS, WEAN, WFBL, WSPD, WJSV, WSMK, WQAM, WDBO, WDAE, WPG, WICC, WBT, WLBW, WHP, WFEA, WMBG, WDBJ, WHEC, WMA, WIBX, WSJS, WORC, WKBN, CKLW. 8:30 CST—WBBM, WIND, WOWO, WFBM, KMBC, KMOX, WMBR, WGST, WBRG, WDOD, KRLD, KTRH, WNOX, KFAB, KLRA, KFH, WNAX, WREC, WISN, WCCO, WALA, WSAF, WLAC, WDSU, KOMA, WMBD, KTSA, KWKH, KSCJ, WIBW, KTUL, WACO, WMT, KGKO. 7:30 MST—KLZ, KSL. 6:30 PST—KERN, KMJ, KHJ, KOIN, KFBK, KGB, KERC, KDB, KOL, KFPY, KWG, KVI, KOH.
9:30 EST (1/2)—Ed Wynn, comedy, Eddie Duchin's band. (Texas Co.)
WEAF, WTAG, WJAR, WGY, WEEL, WJAX, WIOD, WFLA, WLW, WTAR, WTAM, WRVA, WIS, WTIC, WCHS, WBEN, WWJ, WPTF, WSOC, WFBM, WRC, WCAE, WNNC, WAVE. 8:30 CST—WKBF, WMAQ, KSD, KYW, WMC, WSM, WHO, WOW, WDAF, WSB, WSMB, WKY, WBAP, KTBS, WTMJ, WIBA, KSTP, WEBC, WADY, KFJR, WJDX, KVOO, KTHS, WOAI, KPRC. 7:30 MST—KOA, KDYL, KGIR, KGHL, KTAR. 6:30 PST—KPO, KFI, KGW, KOMO, KHQ, KFSD.
10:00 EST (1/2)—Camel Caravan. Walter O'Keefe, Annette Hanshaw, Glen Gray's Casa Loma orchestra. (Camel Cigarettes-Reynolds Tobacco Co.)
WABC, WOKO, WNAC, WDRG, WDNC, WIBX, WEAN, WJSV, WDBO, WLBZ, WBNS, WHP, WDBJ, WMA, WKBN, WADC, WCAO, WKBW, WCAU, WFBL, WMBR, WDAE, WICC, WLBW, WFEA, WHEC, WSJS, WKRC, WHK, CKLW, WJAS, WSPD, WQAM, WPG, WBT, WBIG, WMBG, WTOC, WORC. 9:00 CST—KGKO, WHAS, WBBM, WOWO, WFBM, KMBC, KMOX, WGST, WBRG, WDOD, KTRH, KOMA, KTSA, WIBW,

WACO, KRLD, KFAB, KLRA, WREC, WISN, WCCO, WSAF, WLAC, WDSU, WMBD, KSCJ, KTUL, WMT, KFI, WNAX, WALA, KWKH. 8:00 MST—KFOR, KLZ. 7:00 PST—KERN, KM, KOIN, KOH, KHJ, KFBK, KGI, KERC, KDB, KOL, KFPY, KWG, KVI, KFBL.

10:00 EST (1)—Palmolive Beauty Box Theatre with Gladys Swarthout, mezzo-soprano; Peggy Allenby, Charlotte Walker, John Barclay and others. Nat Shilkret orchestra.

WEAF, WEEL, WRC, WBEN, WLW, WNNC, WIOD, CRCT, WTAG, WJAX, WGY, WCAE, WRVA, WIS, WFLA, CFCE, WCHS, WFBM, WWJ, WTAM, WPTF, WJAX, WSOC. 9:00 CST—WMAQ, KSD, WHO, KVOO, WAP, KFJR, WDAF, WMC, WKBF, WAP, KTBS, KPRC, WBAP, KSTP, WOV, WTMJ, WEBC, WDAY, WSM, WJD, WSMB, WKY, WOAI, WSB. 8:00 MS—KOA, KDYL, KGIR, KGHL, KTAR.

7:00 PST—KPO, KFI, KGW, KOMO, KHQ, KFSD.

10:30 EST (1/4)—Fray and Braggiotti. Piano team.
WABC, WADC, WOKO, WCAO, WAAI, WGR, WKRC, WHK, CKLW, WDRG, WCAU, WJAS, WEAN, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WPG, WLBZ, WICC, WBT, WLBW, WBIC, WHP, WBNS, WFEA, CKAC, WMBG, WDBJ, WHEC, WMA, CFRB, WSJS, WORC, WCOA, WDNC, WMBR, WIBX. 9:30 CST—WMBT, WLAC, KOMA, WMBD, KTSA, WTOC, KSCJ, WIBW, KMBC, WDSU, WDOD, KRLD, KTRH, KLRA, WSAF, WACO, WMT, KFI, KGKO, WALA, WNOX, KWKH, WBRG, WCCO. 8:30 MST—KFOR, KLZ. 7:30 PST—KDB, KOH.

11:00 EST (1/4)—Amos 'n' Andy. (For stations see Monday. See also 7:00 P.M. EST.)

11:00 EST (1/4)—Myrt & Marge. (For stations see Monday. See also 7:00 P.M. EST.)

11:30 EST (1/2)—Leo Reisman's orch. with Phil Dwyer. (Phillip Morris.)
9:30 MST—KOA, KTAR, KGHL, KGIR, KDYL. 8:30 PST—KFSD, KPO, KFI, KGW, KOMO, KHQ.
(See also 8:00 P.M. EST.)

12:00 Midnight EST (1/2)—Buoyant Ben Bernie and his orch. (Pabst.)
9:00 PST—KPO, KFI, KOMO, KHQ, KGW.

WEDNESDAYS

(February 6th, 13th, 20th and 27th)

5:45 EST—Little Orphan Annie. (See Monday same time for stations.)

5:45 EST (1/4)—The Ivory Stamp Club with Capt. Tim Healy—stamp and adventure talks.

NBC Service to WEAF, WTIC, WTAC, WEEL, WJAR, WCHS, WFBM, WRC, WGY, WBEN, WCAE, WTAM, WWJ. 4:45 CST—WMAQ, KSD, WHO, WOW, WDAF, WTMJ, WIBA, KSTP, WEBC, KYW.

6:00 EST (1/4)—Buck Rogers. Sketches of imaginary adventures in 25th century. (For stations see Monday.)

6:15 EST (1/4)—Bobby Benson. (For stations see Monday.)

6:15 EST (1/4)—Tom Mix. Western drama for children. (Ralston.)
(For stations see Monday.)

6:30 EST (1/2)—"The Shadow." (Delaware Lackawanna & Western Coal Co.)
WABC, WCAO, WORC, WCAU, WDRG, WEAN, WFBL, WHEC, WKBW, WAAI, WJSV, WOKO.

6:45 EST—Little Orphan Annie. (See Monday same time for stations.)

6:45 EST (1/4)—Lowell Thomas. (For stations see Mondays.)

6:45 EST (1/4)—Billy Batchelor. Small Town Sketches. (For stations see Monday.)

7:00 EST (1/4)—Amos 'n' Andy. (For stations see Monday.)

7:00 EST (1/4)—Myrt and Marge. (For stations see Monday. See also 11:00 P.M. EST.)

7:15 EST (1/4)—"Just Plain Bill." Sketches of small town barber. (For stations see Monday.)

7:15 EST (1/4)—Plantation Echoes—Willard Robison and His Deep River Orchestra.
WJZ, WBAL, WMAL, WBZ, WBZA, WSYR, WHAM, KDKA, WJR, WCKY. 6:15 CST—WENR, KWCR, KSO, KWE, KOIL.

7:30 EST (1/4)—Buck Rogers. Sketches of imaginary adventures in the 25th century. (For stations see Monday.)

7:30 EST (1/4)—"Red Davis." Dramatic sketch. (For stations see Monday.)

7:30 EST (1/4)—Silver Dust Presents "The O'Neills." Dramatic Sketch with Kate McComb, Jack Rubin and Jane West. (Gold Dust Corp.)

(Continued on page 92)

(Continued from page 89)

is broadcast unless the defendant has entered a plea of "not guilty," and has indicated that he has a reasonable defense. Although it is a regular police court, trying all kinds of cases, only trials of traffic law violations are broadcast from District Court. These, of course, are the type that can be sent out to a general group of family listeners, which includes, undoubtedly, many children.

When the National Safety Congress met at the Stevens Hotel in Chicago, the fire group, consisting of 450 representatives from all parts of the United States and Canada listened to the program as it was broadcast from District Court in Milwaukee. Many pronounced it the most unusual air feature they had ever heard.

That these broadcasts are effective is shown by the fact that Milwaukee was awarded first prize in the National Safety Contest in 1933, the first year of the court programs. Every large city in the United States competes in this contest, which is to determine the city having the best traffic record.

Several large manufacturing concerns have attempted to cash-in on the tremendous following of these programs by offering to put them on the air as a commercial feature. A number of these concerns, most of whom manufacture automobile accessories, have even seriously considered placing the broadcasts on a network, knowing that they would have an ideal listening audience for their products. It goes without saying that these attempts to commercialize a court of justice in such a manner were promptly turned down. Judge Page, station WTMJ and others responsible for the Milwaukee District Court programs.



A short time ago Florence Baker was taking kid parts, now she's the ingenue in a dramatic show.



HEY!
YOU FOLKS WITH
NATURALLY
SKINNY
BUILDS!

Here's a Quick Way
to put on 10 to 15 lbs.
of Good Solid Flesh
and Feel Like a
Million Dollars!

Kelpamalt, the New Mineral
Concentrate From the Sea—
Rich in Newer Form of NATU-
RAL IODINE—Guarantees
5 Lbs. in 1 Week or No Cost

MEN AND WOMEN EVERY-
WHERE AMAZED AT RESULTS

Thousands of thin, pale, rundown folks—and even "Naturally Skinny" men and women—are amazed at this new easy way to put on healthy needed pounds quickly. Gains of 15 to 20 lbs. in one month, 5 lbs. in 1 week, are reported regularly.

Kelpamalt, the new mineral concentrate from the sea, gets right down to the cause of thin, underweight conditions and adds weight through a "2 ways in 1" natural process.

First, its rich supply of easily assimilable minerals stimulates the digestive glands which produce the juices that alone enable you to digest fats and starches, the weight-making elements in your daily diet. And these minerals are needed by virtually every organ and for every function of the body. Second, Kelpamalt is rich in NATURAL IODINE—a mineral needed by the vital organ which regulates metabolism—the process through which the body is constantly building firm, solid flesh, new strength and energy. 6 Kelpamalt tablets contain more NATURAL IODINE than 486 lbs. of spinach or 1660 lbs. of beef. More iron and copper than 2 lbs. of spinach or 15 lbs. of fresh tomatoes. More calcium than 1 doz. eggs. More phosphorus than 3 lbs. of carrots.

Try Kelpamalt for a single week and notice the difference—how much better you sleep, how ordinary stomach distress vanishes, how firm flesh appears in place of scrawny hollows—and the new energy and strength it brings you. Kelpamalt is prescribed and used by physicians. Fine for children, too. Remember the name, Kelpamalt, the original kelp and malt tablets. Nothing like them, so don't accept imitations. Start Kelpamalt today. If you don't gain at least 5 lbs. in 1 week the trial is free.

100 jumbo size Kelpamalt tablets—four to five times the size of ordinary tablets—cost but little and may be had at all good drug stores. If your dealer has not yet received his supply, send \$1 for special introductory size bottle of 65 tablets to the address below.

Special Free Offer

Write today for fascinating instructive 50-page book on How to Add Weight Quickly. Mineral Contents of Food and their effects on the human body. New charts about NATURAL IODINE. Standard weight and health charts. Daily menus for weight building. Absolutely free. No obligation. Kelpamalt Co., Dept. 179, 210 W. 20th Street, New York City.

Kelpamalt
Tablets

MANUFACTURER'S NOTE:—As the result of Kelpamalt's tremendous popularity, many inferior imitations—sold as kelp and malt preparations—are being advertised. Don't be fooled. Ask for the original, genuine Kelpamalt Tablets. They are easily assimilated, do not upset the stomach nor injure the teeth. Absolutely guaranteed to produce results or money back.

Comparison of Minerals in KELPAMALT vs. VEGETABLES 3 Kelpamalt Tablets contain:

1. More Iron and Copper than 1 lb. of spinach, 7½ lbs. fresh tomatoes, 3 lbs. of asparagus.
2. More Calcium than 1 lb. of cabbage.
3. More Phosphorus than 1½ lbs. of carrots.
4. More Sulphur than 2 lbs. of tomatoes.
5. More Sodium than 3 lbs. of turnips.
6. More Potassium than 6 lbs. of beans.
7. More Magnesium than 1 lb. of celery.

Programs Day by Day

(Continued from page 90)

OUTDOOR GIRL
PRESENTS THE

"Color Ensemble"

IDEA IN
MAKE-UP

Fashion emphasizes the "Ensemble Idea" in costumes. Hat, frock, shoes and accessories... all of *matching color*. And now the smartest women are seeking the same exquisite harmony in their make-up.

OUTDOOR GIRL gives it to you... with face powder, rouge and lipstick, all precisely matched in shade... each complementing the other to produce a perfect *Color Ensemble*!

Choose these charming OUTDOOR GIRL Beauty Aids to blend naturally with the true tones of your own skin. To flatter your complexion and to *protect* it, too. For all OUTDOOR GIRL preparations, as you know, are made with a base of pure Olive Oil, to keep your skin soft, smooth and young. And to guard it against the ravages of cold and wind.

At leading drug and department stores for only 50c. Also in 10c trial sizes at your favorite chain store. Mail the coupon for liberal samples of OUTDOOR GIRL Olive Oil Face Powder, Rouge and Lipstick.

POWDER

The *only* face powder with an Olive Oil base! Light and fluffy, yet clings for hours. Creates a youthful, transparent effect. No rice starch! No orris root! 7 smart shades.



ROUGE

Smooth and satiny in texture. Made with pure Olive Oil. Will not break or crumble. Pure, harmless colors. 7 skin-blending shades.



LIPSTICK

Goes on smoothly; spreads evenly. Prevents lips from chapping or cracking. Pure, harmless colors. Waterproof and indelible! 6 captivating skin-tints.



TUNE IN—SATURDAYS, 7:30 P. M., E. S. T.

"The Outdoor Girl Beauty Parade"

Over These Columbia Network Stations:

WABC — New York	WJAS — Pittsburgh
WBBM — Chicago	WCAO — Baltimore
WCAU — Philadelphia	WOKO — Albany
WNAC — Boston	WFBL — Syracuse
WHK — Cleveland	CKAC — Montreal
CKLW — Detroit	CFRB — Toronto

OUTDOOR GIRL
OLIVE OIL BEAUTY AIDS

CRYSTAL CORPORATION, DEPT. 50-C
Willis Avenue, New York City

I enclose 10c. Please send me liberal trial packages of OUTDOOR GIRL Face Powder, Rouge and Lipstick. My complexion is Light ☐ Medium ☐ Dark ☐.

Name

Address

City State

WEDNESDAYS (Continued)

WABC, WOKO, WCAO, WGR, WDRC, WCAU, WJAS, WFBL, WJSV, WHP, WHEC, WMAA, WWVA, WORC

7:45 EST (1/4)—"Uncle Ezra's Radio Station 'E-Z-R-A'" with Pat Barrett, Cliff Soubier, Carleton Guy, Nora Cunneen and others. (Dr. Miles Laboratories.) WFAF, WBEN, WTAG, WEEI, WCAE, WRC, WSSH, WGY, WTAM, WSAI 6:45 CST—WMAQ, WOW, WDAF, KYW

7:45 EST (1/4)—Bonke Carter. (For stations see Monday.)

7:45 EST (1/4)—Dangerous Paradise—Dramatic sketch starring Elsie Hitz and Nick Dawson. (John H. Woodbury, Inc.) WJZ, WGAR, WBAL, WJR, WLW, WMAL, WBZ, WBZA, WSYR, WHAM, KDKA, 6:45 CST—WKY, WFAA, KTBS, WENR, KWCR, KSO, KWK, WREN, KOIL, WSM, WSB, WSMB

8:00 EST (1/4)—Diane and Her Life Saver. Rhoda Arnold and Alfred Drake, vocalists; Lucile Wall and John Driggs dramatic cast. Meyer Davis' orchestra. (Life Savers, Inc.) (For stations see Monday same time.)

8:00 EST (1/2)—Mary Pickford and Company. Thomas Belviso, orchestra director. (Standard Brands, Inc.) WFAF, WTIC, WEEI, WFBR, WWJ, WKY, WPTF, WRVA, WJAX, WJAR, WSSH, WRC, WSAI, CFCE, WWNC, WIOD, WGY, WBEN, WCAE, WTAM, WTAG, CRCT, WIS, WFLA, 7:00 CST—KSD, WOW, WDAF, KYW, WFAA, WIBA, KSTP, WHO, WMAQ, WMC, WSMB, KVOO, WOAI, WSB, WTMJ, WEBC, WKY, WDAY, KFJR, WJDX, WAVE, KTBS, WSM, KPRC, 6:00 MST—KOA, KDYL, KTR, 5:00 PST—KPO, KGW, KOMO, KHQ, KFI

8:00 EST (1/2)—Penthouse Party. Mark Hellinger and Gladys Glad, Peggy Flynn, comedienne; the Travelers Quartet; Emil Coleman's Orchestra and guest artist. WJZ, WBAL, WMAL, WBZ, WBZA, WSYR, KDKA, WGAR, WJR, WLW 7:00 CST—WLS, KWCR, KSO, KWK, WREN, KOIL

8:15 EST (1/4)—"The Human Side of the News." Edwin C. Hill. (For stations see Monday.)

8:30 EST (1/2)—Broadway Varieties. Everett Marshall; Victor Arden's orchestra. (Bi-Su-Dol.) WABC, WCAO, CKLW, WJSV, WADC, WOKO, WDRC, WEAN, WFBL, WSPD, WNAC, WGR, WCAU, WBT, WKRC, WHK, WJAS, 7:30 CST—WBBM, WFBM, WOWO, KMBC, WHAS, KMOX, KERN, KRLD, WCCO, WLAC, WDSU, KOMA, WIBW, 6:30 MST—KLZ, KSL, 5:30 PST—KMJ, KHJ, KOIN, KFBK, KGB, KFRC, KDB, KOL, KFPY, KWG, KVI

8:30 EST (1/2)—"Lanny's Log Cabin Inn"; Lanny Ross, Harry Salter's orchestra. (Log Cabin Syrup.) WJZ, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WLS, KWCR, KSO, WREN, KOIL, WKY

8:30 EST (1/2)—Lady Esther Serenade. Wayne King and his orchestra. WFAF, WJAR, WTAM, WTIC, WTAG, WSSH, WBEN, WWJ, WRC, WGY, WCAE, WSAI, 7:30 CST—WFBR, WKBF, WMAQ, KSD, WSB, WFAA, KPRC, KTBS, KTHS, WOAI, WOW, WHO, WDAF, WKY, WMC, WSMB

9:00 EST (1/2)—Andre Kostelanetz's orchestra and singers. (Chesterfield.) (For stations see Monday.)

9:00 EST (1)—Town Hall Tonight. Fred Allen with Portland Hoffa; Songsmith Quartet; Lennie Hayton's orchestra and others. (Bristol-Myers Co.) WFAF, WJAR, WRC, WTAM, WFLA, WJAX, WRVA, WLW, WCAE, WSSH, WGY, WWJ, WIOD, WPTF, WTAG, WFBR, WBEN, WIS, WTIC, WEEI, 8:00 CST—WMAQ, WOW, WSB, KSTP, (WFAA off 9:45), KSD, WTMJ, WSM, KVOO, WEBC, WDAF, WSMB, KPRC, WOAI, KTBS, WMC, WKY. (See also 12:00 midnight EST.)

9:00 EST (1/2)—Warden E. Lawes in 20,000 years in Sing Sing. Dramatic sketches. (William R. Warner Co.) WJZ, WMAL, WBZA, WJR, WBAL, WKY, WBZ, WSYR, WHAM, KDKA, WGAR, 8:00 CST—WKBF, KWCR, KSO, KWK, WREN, KOIL, 7:00 MST—KOA, KDYL, 6:00 PST—KPO, KFI, KGW, KOMO, KHQ, WLS

9:30 EST (1/2)—"The Adventures of Gracie." Burns and Allen, comedians, Bobby Dolan's orchestra. (General Cigar Co.) WABC, WADC, WCAO, WJSV, WNAC, CKLW, WORC, WCAU, WDRC, WEAN, WKBW, WOKO, WBIG, WFBL, WHK, WJAS, WKRC, WSPD, WBT, 8:30 CST—KMBC, KFAB, KSCJ, WFBM, KMOX, WBBM, WCCO, WOWO, KOMA, KRLD, KTRH, KTSB, WDSU, 7:30 MST—KLZ, KSL, 6:30 PST—KFPY, KFRC, KGB, KHJ, KOIN, KERN, KMJ, KFBK, KDB, KOL, KWG, KVI

9:30 EST (1/2)—John Charles Thomas, baritone. (Wm. R. Warner Co.) WJZ, WBAL, WMAL, WBZ, WBZA,

WSYR, KDKA, WGAR, WJR, WHAM, WKY, 8:30 CST—WENR, KOIL, WKBF, KWCR, KSO, KWK, WREN, 7:30 MST—KOA, KDYL, 6:30 PST—KFI, KGW, KOMO, KPO, KHQ

10:00 EST (1/4)—Jimmy Fidler, Hollywood Gossip. (George W. Luft Co.—Tangee Lip stick.) WJZ, WBAL, WMAL, WBZ, WBZA, WSYR, WHAM, KDKA, WGAR, WJR, WLW, WKY, 9:00 CST—WENR, KWCR, KSO, WREN, KOIL, 8:00 MST—KOA, KDYL, 7:00 PST—KPO, KFI, KGW, KOMO, KHQ

10:00 EST (1/2)—Lombardland. Guy Lombardo and his Royal Canadians. Pa Barnes, master of ceremonies. (Plough Inc.) WFAF, WTIC, WGY, WRVA, WTAM, WPTF, WJAX, WTAG, WEEI, WFBR, WBEN, WWJ, WWNC, WIOD, WJAR, WSSH, WRC, WCAE, WLW, WIS, WFLA, 9:00 CST—WMAQ, WHC, WAPI, KSD, WOW, WDAF, WKBF, WSM, WMC, WSB, WJDX, WSMI, WAVE, WKY, KTHS, WFAA, KPRC, WOAI, KTBS, WIBA, KSTP, WEBC, WDAY, KFJR, KOA (KDYL off 10:15)

10:15 EST (1/4)—Madame Sylvia. (Ralston Purina Co.) WJZ, WMAL, WBZA, WJR, WKY, WBAL, WBZ, WSYR, WHAM, KDKA, WGAR, 9:15 CST—WENR, KWCR, KSO, KWK, WREN, KOIL, WTM, KSTP, WEBC, 8:15 MST—KOA, KDYL, 7:15 PST—KPO, KFI, KGW, KOMO, KHQ

10:30 EST (1/2)—Conoco presents Harry Richman, Jack Denny and his orch. and John B. Kennedy. WJZ, WMAL, WJR, WBAL, WSYR, WKY, WHAM, 9:30 CST—KSTP, WENR, KWCR, KSO, WREN, KOIL, WTMJ, WEBC, WDAY, KFJR, WKY, WFAA, KWK, 8:30 MST—KOA, KDYL

10:30 (1/2)—One Man's Family—Dramatic sketch by Carlton E. Morse. (Kentucky Winners.) WFAF, WTAG, WJAR, WSSH, WLW, WEEI, WRVA, WTIC, WFBR, WRC, WGY, WBEN, WCAE, WWJ, WTAM, WPTF, WWNC, WIS, WJAX, WIOD, WFLA, WSOC, WTAG, 9:30 CST—WKBF, WMAQ, KSD, WOW, WAVE, KYW, WSM, KGH, WMC, WSI, WAPI, WJDX, WSMB, 8:30 MST—KGI, 7:30 PST—KPO, KFI, KGW, KOMO, KHQ

11:00 EST (1/4)—Myrt & Marge. (For stations see Monday. See also 7:00 P.M. EST.)

11:00 EST (1/4)—Amos 'n' Andy. (For stations see Monday. See also 7:00 P.M. EST.)

11:15 EST (1/4)—Edwin C. Hill in the Human Side of the News. (Wasey Products.) 9:15 MST—KSL, KLZ, 8:15 PST—KERN, KMJ, KHJ, KOIN, KFBK, KGB, KFRC, KDB, KOL, KFPY, KWC, KVI

11:15 EST (1/4)—Red Davis. 8:15 PST—KPO, KFI, KGW, KOMO, KHQ, KFSD, 9:15 MST—KOA, KDYL

11:30 EST (1/4)—"Voice of Experience." (Wasey Products.) 9:30 MST—KLZ, KSL, 8:30 PST—KERN, KMJ, KHJ, KOIN, KFBK, KGB, KFRC, KDB, KOL, KFPY, KWC, KVI

11:30 EST (1/2)—Lanny Ross and His Log Cabin Orchestra; guest artist. 10:30 CST—WKY, KPO, KTHS, WBAL, WOAI, KTBS, KPRC, KWK, 9:30 MST—KOA, KDYL, 8:30 PST—KFSD, KFI, KGW, KOMO, KHQ

12:00 Midnight EST (1)—Town Hall Tonight with Fred Allen and cast. 10:00 MST—KOA, KDYL, 9:00 PST—KPO, KFI, KGW, KOMO, KHQ. (See also 9:00 P.M. EST.)

THURSDAYS

(February 7th, 14th, 21st and 28th.)

5:45—Little Orphan Annie. See Monday same time for stations.

5:45 EST (1/4)—Between the Bookends. WABC and associated stations.

6:00 EST (1/4)—Buck Rogers. Sketches of imaginary adventures in 25th century. (For stations see Monday.)

6:15 EST (1/4)—Bobby Benson. (For stations see Monday.)

6:45 EST (1/4)—Lowell Thomas. (For stations see Monday.)

6:45 EST (1/4)—Billy Batchelor. (For stations see Monday.)

6:45 EST (1/4)—Wrigley Beauty Program Margaret Brainard; Connie Gates, corralto. (William Wrigley, Jr., Co.) WABC, WCAO, WKBW, WNAC, WDRC, WCAU, WEAN

6:45 EST—Little Orphan Annie. (See Monday same time for stations.)

7:00 EST (1/4)—Amos 'n' Andy. (For stations see Monday.)

7:00 EST (1/4)—Myrt and Marge. (For stations see Monday.)

(Continued on page 94)

Maestros on Parade

(Continued from page 41)

Herbie Kay and his band were followed the first of this month at Chicago's Edge-ter Beach Hotel by Bernie Cummins and his New Yorkers. Ted Fio-Rito and his West Coast ork will open there the 1st. It won't be new to Fio-Rito this is the spot where he rose to prominence as Dan Russo's pianist and later as there for a half-dozen years with his own band.

It's a Large family in Jan Garber's orchestra, and it's getting Larger all the time. When Garber took the band over, Reddie Large was in charge. Then Harry Large, his brother, joined the unit, and now Frank Large has been added. To play the sax. Garber has often been charged with aping the Lombardos. However that may be, the two bands have one thing in common—the Large brothers, like the Lombardo brothers, came from the same section of Canada.

A Southern bride received one of the most unique of all wedding gifts last month. It was the gift of an advertising agency to the daughter of H. Clay Williams, NRA official and one of the executives of the company which sponsors the Mel Caravan broadcasts. The gift was the hours of Casa Loma music. Immediately after completing their evening's work at a New York hotel, Glen Gray and the Casa Loma boys boarded a special Pullman on the railroad and speeded to Winston-Salem, North Carolina, for the wedding party.

Oscar Bradley, maestro of the oil program featuring Will Rogers and Stoop Bud, has joined the Hollywood trek. He'll be musical director of Fox Films. He's also to direct the St. Louis Municipal Opera next summer. Jimmie Grier is also doing movie work—shorts.

Harry Reser, the banjo king, has never been on any but a sponsored program—record of some sort. He also holds a record for having one of the longest commercial contracts on the air, having been identified with a ginger ale program for eight years.

While we are talking about popular songs, give a thought to "Stille Nacht"—"Silent Night," as it is better known—which dates back to the Christmas Eve of 1818, when it was written by Franz Xavier Gruber, Austrian. Mme. Schumann-Heink has been singing it in America for more than thirty years.

It takes one dozen arrangers to produce the fifty or more different scores for the three bands of the "Let's Dance" program, the three-hour show. . . Ken Sisson is the power behind the orchestra on the Benny Ross spot. He does all the musical.

(Continued on page 95)



F e m i n i n e

H Y G I E N E

m a d e e a s y

EVERY DAY, more and more women are adopting Norforms as the most modern, convenient and satisfactory form of feminine hygiene. Norforms are easy-to-use antiseptic suppositories that melt at internal body temperature, and spread a protective, soothing film over delicate internal membranes—an antiseptic film that remains in effective contact for many hours.

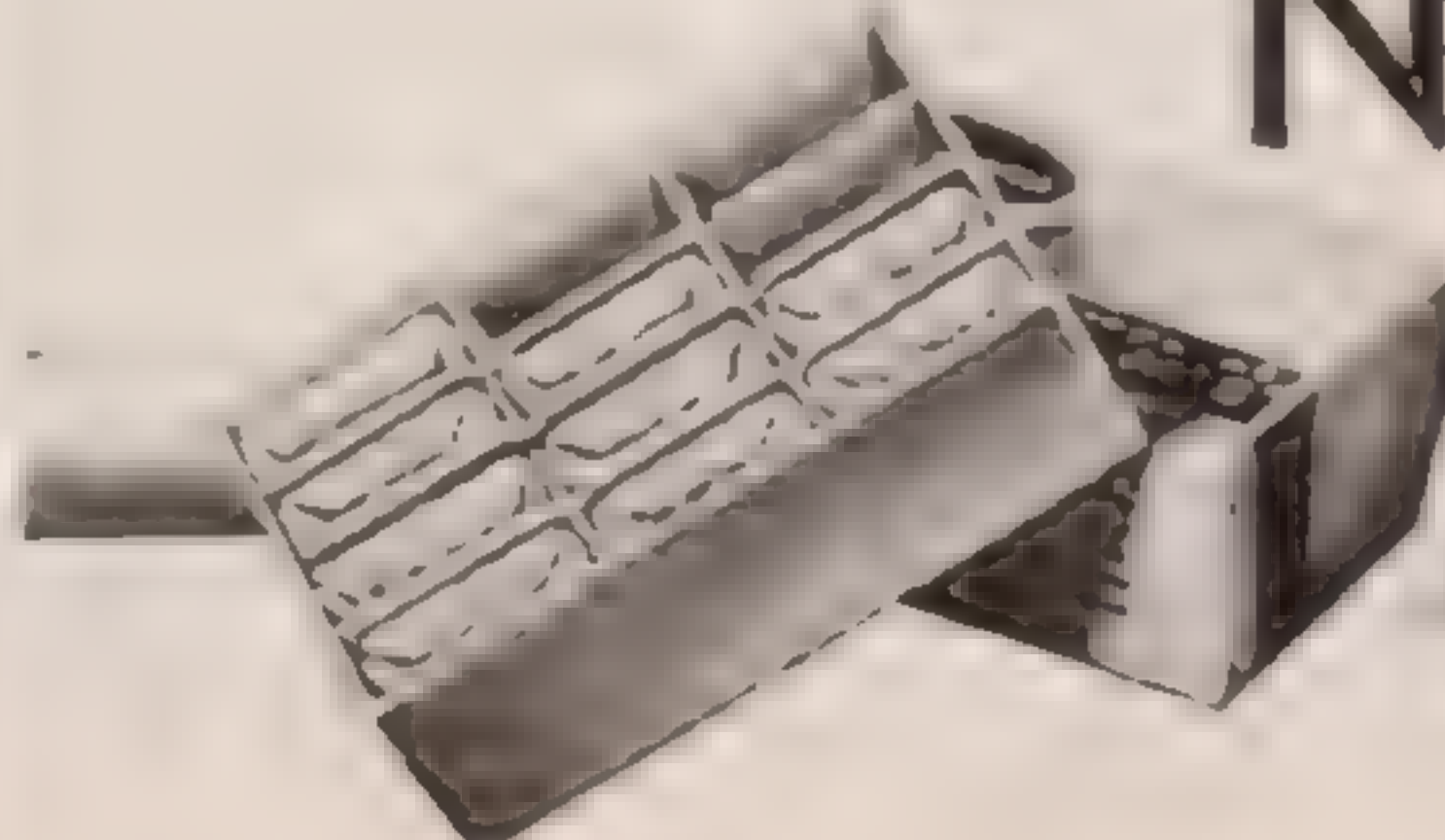
Norforms contain Parahydrecin—a powerful yet harmless antiseptic developed by The Norwich Pharmacal Company, makers of Unguentine. Parahydrecin kills germs, yet is non-irritating to tissue. There is no danger of an "over-dose" or "burn." Norforms are completely ready for use. They require no awkward apparatus for application. They leave no lingering antiseptic smell around the room or about your person.

They are dainty and feminine, and actually deodorizing. Many fastidious women use them for this purpose alone.

Send for the Norforms booklet, "*The New Way*." It gives further facts about modernized feminine hygiene. Or, buy a box of Norforms at your druggist's today. 12 in a package, each individually foil wrapped. The Norwich Pharmacal Company, Norwich, New York, makers of Unguentine.

NORFORMS

KNOWN TO PHYSICIANS AS "VAGIFORMS"



Programs Day by Day

(Continued from page 92)



Extra food-energy for children and convalescents

● Made as directed, Cocomalt increases the food-energy value of milk 70 per cent.

Cocomalt mixed with milk is beneficial for growing children, underweight men and women, convalescents. It helps to maintain and restore normal strength because of its special nutritional value and extra food-value. It is easily digested, quickly assimilated. Sold at all grocery, drug, department stores in air-tight cans.

Cocomalt is accepted by the Committee on Foods of the American Medical Association. This means the product fulfills the claimed nutritional values for it, and the claims for it are truthful. Produced by an exclusive process under scientific control, Cocomalt is composed of sucrose, skim milk, selected cocoa, barley malt extract, flavoring and added Sunshine Vitamin D.

Cocomalt

The delicious Vitamin D food-drink

EASIER TO CLEAN

HYGEIA

The Safe Nursing Bottle

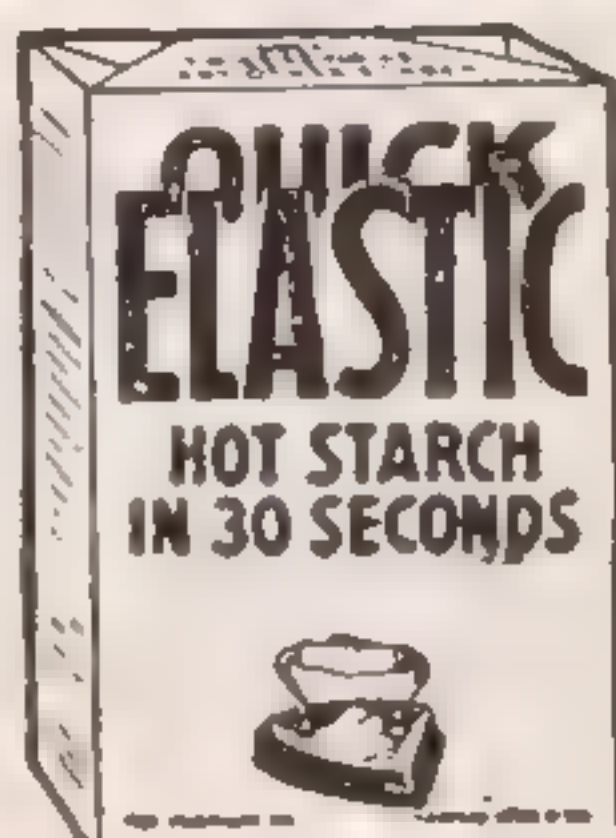
Avoid Dirt—Use these wide-mouthed bottles without shoulders—as easily cleaned as a water glass. No funnel or brush needed—two extra hazards of dirt.

Folder in carton explains amazing FREE replacement offer on broken bottles.

MAKES IRONING EASY

TRY THIS FREE

This modern way to hot starch ends mixing, boiling and bother as with lump starch. Makes starching easy. Makes ironing easy. It restores elasticity and that soft charm of newness. No sticking. No scorching. Your iron fairly glides. Send for sample.



THANK YOU—

THE HUBINGER CO., No. 904, Keokuk, Ia.

Your free sample of QUICK ELASTIC, please, and "That Wonderful Way to Hot Starch."

THURSDAYS (Continued)

- 7:15 EST (1/4)—"Just Plain Bill." Sketches of small town barber. (For stations see Monday.)
- 7:15 EST (1/4)—Gems of Melody. Alexander Thiede's concert orchestra, Eva Gingsras chorus, Dwight Meade, commentator. (Carleton & Hovey Co.) WJZ, WBZ, WMAL, WBZA, WSYR, WBAL, WHAM, KDKA. 6:15 CST—WENR, KWCR, KSO, KOIL, WREN.
- 7:15 EST (1/4)—Whispering Jack Smith. (Same time Tuesday.)
- 7:30 EST (1/4)—"Buck Rogers." (For stations see Monday.)
- 7:30 EST (1/2)—Al Bernard and Emil Casper, end men; Mario Cozzi, baritone; Wallace Butterworth, interlocutor; the Melodians Quartet and Milton Rettenberg and the Mollie orchestra. WEA, WTAG, WBEN, WCKY, WFI, WJAR, WASH, WRC, WGY, WTAM, WWJ, WSAI. 6:30 CST—WMAQ, KSD, WOC, WHO, WDAF.
- 7:45 EST (1/4)—Boake Carter. (For stations see Monday.)
- 8:00 EST (1)—Rudy Vallee; stage, screen, and radio celebrities; Connecticut Yankees orchestra. (Fleischmann's Yeast.) WEA, WASH, WRC, WCAE, WJAX, WWNC, WIS, WPTF, WIOD, WFLA, WRVA, CRCT, WTIC, WTAG, WBEN, WJAR, WGY, WTAM, CFCF, WLW, WEEL, WFB, WWJ. 7:00 CST—WMAQ, KPRC, WKY, KSD, WBAP, WAPI, KYW (WTMJ on 8:30), KSTP, WJDX, WSM, WSB, WEBC, WDAY, WSM, WOAI, KFYR, WHO, WOW, WMC, KVOO (off 8:30). 6:00 MST—KDYL, KOA, KTAR. 5:00 PST—KFI, KPO, KGW, KOMO, KHQ. (WDAF on 8:30.)
- 8:00 EST (1/2)—Linit "Hour of Charm" Featuring Phil Spitalny and His Girl Vocal and Orchestral Ensemble. (Corn Products Refining Co.—Linit.) WABC, WADC, WOKO, WCAO, WNAC, WGR, WKRC, WHK, CKLW, WDRC, WCAU, WJAS, WEAN, WFB, WSPD, WJSV, WQAM, WDBO, WDAE, WLBZ, WBIG, WHP, WFEA, WDBJ, WHEC, WTCO, WMAS, WKBW, WMBR, WPG, WICC, WBT, WBNS, WLBW, WMBG, WKB, WDC, WIBX, WSJS, WORC. 8:00 CST—KMBC, KTRH, KMOX, WHAS, WOWO, WBBM, WGST, WBR, WDOD, KRDL, WREC, WCCO, WDSU, WMBD, WTUL, KWKH, KGKO, KFAB, KLRA, WISN, WSFA, WLAC, KOMA, KTS, KSCJ, WIBW, WACO, WMT, KFH, WNAX, WALA.
- 9:00 EST (1)—Maxwell House Show Boat. Frank McIntyre, Lanny Ross, tenor; Muriel Wilson, soprano; Conrad Thibault, baritone; Molasses 'n' January, comedy; Show Boat Band. WEA, WTAG, WEEL, WJAR, WTAR, WASH, WFB, WRC, WGY, WTIC, WRVA, WIOD, (WLW on 9:30), WBEN, WCAE, WTAM, WWJ, WSAI, WWNC, WIS, WJAX, WFLA. 8:00 CST—WMAQ, WKBF, KSD, WHO, KYW, KFYR (WEBC on 9:15) WOW, WDAF, WTMJ, WJDX, WMC, WSB, WAPI, WSM, WBAP, KTBS, WKY, KPRC, WOAI, WSM, WAVE, WKBF, KSTP. 7:00 MST—KTAR, KOA, KDYL, KGIR, KGH, KHQ, KFS. (WBAP off 9:30, WLW on 9:30.)
- 9:00 EST (1/2)—Death Valley Days. Dramatic sketches. (Pacific Coast Borax Co.) WJZ, WBZ, WBZA, WJR, WLW, WSYR, KDKA, WBAL, WHAM, WGAR, WMAL. 8:00 CST—WLS, KOIL, WREN, KWCR, KWK, KSO.
- 9:30 EST (1)—Fred Waring's Pennsylvanians with guest stars. (Ford Motor Co.) WABC, WADC, WOKO, WMAS, WCAO, WSMK, WIBX, CKCL, WNAC, WKBW, WKRC, WHK, CKLW, WLBZ, WBT, WLBW, WHP, WMBG, WHEC, CFB, WORC, WDRC, WFB, WSPD, WJSV, WCAU, WJAS, WEAN, WDBO, WDAE, WPG, WICC, WBNS, WBIG, WFEA, WDBJ, WTCO, WSJS, WKB, WDC, WNC, WBBM, WNOX, KGKO, WMBD, KMOX, WMBR, WNOX, KGKO, WMBD, WSBT, WQAM, WFBM, KMBC, WHAS, WBR, WDOD, WDSU, KOMA, KTS, WACO, KFH, WALA, WGST, KRDL, KTRH, KFAB, KLRA, WREC, WISN, WCCO, WSFA, WLAC, KSCJ, WIBW, KTUL, WMT, WNAX. 7:30 MST—KVOR, KLZ, KSL. 6:30 PST—KOH, KERN, KMJ, KHJ, KFBK, KGB, KFRC, KDB.

- KOL, KFPY, KWG, KVI, KOIN.
- 10:00 EST (1)—Paul Whiteman, his band and all that goes with it. (Kraft.) WEA, WTAG, WFB, WBEN, WPTF, WJAX, WEEL, WASH, WFLA, WIS, CRCT, WRC, WJZ, WLW, WIOD, WJAR, WGY, WRVA, CFCF, WWNC. 9:00 CST—WMAQ, KVOO, WMC, KYW, WOW, WSM, WBAP, WKY, WOAI, WIBA, WEBC, KSD, KFI, WTMJ, KSTP, WDAF, WSM, WDA, KFYR, KTHS, WSB, WAVE, WJZ. 8:00 MST—KOA, KTAR, KDYL. 7:00 PST—KOMO, KPO, KFI, KGW, K.
- 11:00 EST (1/4)—Amos 'n' Andy. (For stations see Monday.)
- 11:00 EST (1/4)—Myrt and Marge. (For stations see Monday.)
- 11:15 EST—Jesse Crawford, organist; Dorothy Page, songs. NBC Service from Chicago to WE and network.
- 11:30 EST (1/2)—The Camel Caravan with Walter O'Keefe; Glen Gray's Casa Loma Orchestra; Annette Hanshaw. (R. Reynolds Tobacco Co.—Camel Cigarettes.) 8:30 MST—KVOR, KLZ, KOH, KS. 7:30 PST—KERN, KMJ, KHJ, KOI, KFBK, KGB, KFRC, KDB, KO, KFPY, KWG, KVI.

FRIDAYS

- (February 1st, 8th, 15th and 22nd.)
- 5:45 EST (1/4)—The Ivory Stamp Club with Capt. Tim Healy—stamp and adventure talk. WEA, WTIC, WTAG, WEEL, WJAS, WASH, WFB, WRC, WGY, WBE, WCAE, WTAM, WWJ. 4:45 CST—WMAQ, KSD, WHO, WOW, WDA, WTMJ, WIBA, KSTP, WEBC, KYW.
- 5:45 EST—Little Orphan Annie. (See Monday same time for stations.)
- 6:15 EST (1/4)—Bobby Bensen. (For stations see Monday.)
- 6:15 EST (1/4)—Tom Mix, Western drama for children. (Ralston.) (For stations see Monday.)
- 6:45 EST (1/4)—Wrigley Beauty Program. (For stations see Thursday.)
- 6:45 EST (1/4)—Lowell Thomas. (For stations see Monday.)
- 6:45 EST (1/4)—Billy Batchelor. Small town sketches. (For stations see Monday.)
- 6:45—Little Orphan Annie. (See Monday same time for stations.)
- 7:00 EST (1/4)—Myrt and Marge. (For stations see Monday.)
- 7:00 EST (1/4)—Amos 'n' Andy. (For stations see Monday.)
- 7:15 EST (1/4)—"Just Plain Bill." Sketches of small town barber. (For stations see Monday.)
- 7:15 EST (1/4)—Willard Robison's De River orchestra. (For stations see Monday.)
- 7:30 EST (1/4)—Red Davis. Drama sketch. (For stations see Monday.)
- 7:30 EST (1/4)—Silver Dust Presents "T O'Neills" with Kate McComb, Jack Rul and Jane West. (Gold Dust Corp.) WABC, WOKO, WCAO, WGR, WDF, WCAU, WJAS, WFB, WJSV, WHEC, WMAS, WWVA, WORC.
- 7:45 EST (1/4)—Uncle Ezra's Radio Station Comedy by Pat Barrett, Cliff Soubi Carleton Guy, Nora Cunneen, and other (Dr. Miles Laboratories.) WEA, WCAE, WTAG, WBEN, WE, WRC, WGY, WTAM, WSAI, WCS. 6:45 CST—WMAQ, KYW, WDAF, WO, KYW.
- 7:45 EST (1/4)—Boake Carter. (For stations see Monday.)
- 7:45 EST (1/4)—Dangerous Paradise. Dramatic sketches. (For stations see Monday.)
- 8:00 EST (1)—Cities Service Conce Jessica Dragonette, soprano; quartet Frank Banta and Milton Rettenberg piano duo; Rosario Bourdon's orchestra. WEA, WTIC, WSAI, WEEL (WCAE 8:30), WWJ, WASH, WRC, WBE, WTAG, CRCT, WJAR, WTAM, WR, WFB, WGY. 7:00 CST—WDA, WMAQ, WKY (WBAP, KSTP off 8:3 (WTMJ on 8:30), (WFAA off 8:4 (KTHS on 8:15) WOAI (KPRC off 8 EST), KTBS, KYW, KSD, WHO, WO, WEBC. 6:00 MST—KOA, KDYL.
- 8:00 EST (1/4)—Irene Rich. Drama sketch. (Welch Grape Juice.) WJZ, WBAL, WMAL, WBZ, WBS, WSYR, WHAM, KDKA. 7:00 CST—WLS, KWCR, KSO, WREN, KO, WSM, WMC, WSB, WAVE.
- 8:15 EST (1/4)—Dick Liebert's Musical View. (Luden, Inc.) WJZ, WMAL, WBZ, WBZA, WGA, WCKY, WSYR, KDKA, WJR. 7:15 C—WKBF, WLS, KWCR, KSO, WR, KOIL.
- 8:15 EST (1/4)—"The Human Side of News." Edwin C. Hill. (For stations see Monday.)

(Continued on page 104)

(Continued from page 93)

arrangements. . . . Leith Stevens is a former protege of Mme. Schumann-Heink. Benny Goodman of the three-hour dance parade has eight brothers, all of whom play instruments, most of them in Benny's radio band. . . . Joe Haymes judged the beauty contest of Drury College, Springfield, Missouri, his alma mater. . . . Joe has a new song on the market, "Way Out of Love." . . . Ferde Grofe is giving a vaudeville tour. . . . Ben Bernie is growing a mustache. . . . Barry McKimlin has been added to the list of artists making recordings. The Dorsey Brothers did the accompanying. . . . In far-away Cooge, Australia, near Sydney, is a room named after the Casa Loma Hotel.

Take it from Red Nichols and his Pennies: There are times when a hundred-dollar bill isn't worth a dime. One morning in November, for example. The hour was five. Red and his Pennies' bandsmen had just finished an all-night engagement at the Bridle Spur Club in St. Louis. That same evening, at nine o'clock, the boys were due to start playing for the Michigan-Ohio State home-coming dance at Vele Dale, Columbus, Ohio, some 400 miles away.

While his bandsmen were hurriedly packing their instruments, Red, in the manager's office, was carefully pocketing his pay-off, consisting of a certified check and nine one hundred dollar bills.

The orchestra's motor convoy, made up of three cars and a truck, lined up in front of the club. A lot of things can happen in 400 miles to separate four autos. Red decided to put each driver on his own as to choice of route and time out of stops. To each man at the wheel he handed a hundred dollar bill with the order, "Columbus or bust by nightfall!"

Ten miles out, Red glanced at his gas-gauge and found his supply low. At the next filling station he stopped. With a century note in hand, he ordered his tank filled.

"Sorry, boss," replied the attendant, eyeing the bill quizzically, "but I ain't got no change for that sized bill."

A hurried survey of nearby stores showed them to be either locked or unhelpful to the emergency of making so much change.

"Oh, well, better luck farther down the road," smiled Red, as he slipped his clutch into high.

But, farther down the road, the band leader fared no better. One glance at the red spot, and every gas attendant fell into temporary paralysis. Red's nerves dropped at every stop. So did the gas supply. Finally, in desperation, he shoved the embarrassing bill out of sight and drove into the next station, prepared for a show-down.

"Fill up the tank and change the oil," said in his best swivel-chair manner. "So, a little more air in those rear tires, please."

The attendant snapped into action. In a few minutes the job was done, and Red produced his hundred dollar bill.

"Say, Mister, I can't change that bill," protested the owner. "Ain't you got nothing smaller?"

Red shook his head. The owner shook



Beware of napkins that don't stay soft

HAVE you—like many other women—wondered how napkins can feel soft to begin with and later turn into instruments of torture? Chafing...cutting...rubbing delicate skin surfaces until every step *hurts!*

Here's your answer: They *harden*.

Surface softness in a napkin is no guarantee against hardening. Lasting comfort must be built in! That's the principle upon which Modess is made. That's why Modess is soft to start with—and stays soft in use.

Special materials go into Modess. And they're put together in a special way. No other napkin can duplicate Modess construction, which means that no other napkin can give you the comfort that is yours when you wear Modess.

Take ten seconds—and make this test

Even before you test Modess in use, your eyes and your finger-tips can prove to you why and how it's better. Feel the softness of the specially-

treated surgical gauze that covers the pad. Then turn back the gauze and see—just underneath—the layer of downy fluff that cushions the fluffy filler. That's exclusive with Modess.

And notice this about the filler. It's not made of harsh, papery layers. Millions of tiny fibres, actually blown into shape, form its yielding softness—make it super-absorbent—and proof against hardened edges.

And remember—this softer napkin is safer, too. There's a special protective backing that guards against "accidents."

Modess is not expensive!

Ask your druggist — or your favorite department store — for Modess. You'll be astonished at its low price. But even better than its bargain price is the lasting comfort Modess brings. Wear Modess once, and you'll have solved the chafing problem!



MODESS stays soft in use!

RADIO STARS

his, looking ruefully at the overflowing gas tank on Red's car, and compromised with a sigh: "Well, I guess I'll have to take it on the cuff. One thing's sure—the depression must be over."

Red assured him that it was. Also, that he would have his money in full by registered mail the next morning.

The two other cars of his handsmen fared similarly. The truck driver, however, proved the financial wizard of the troupe. At the first rebuff, the driver, leaving his truck standing in the gas station, walked to the nearest railroad station and located the Western Union operator. Handing over the hundred-dollar-bill to the startled clerk, he telegraphed a money-order to one Red Nichols at Columbus, Ohio, in the amount of ninety dollars—and drew ten dollars in change.

"And," remarked Nichols, "some people think truck drivers are all muscle and no brains."

● There has been so much talk about hot music versus sweet music and what's best and what's most popular, that we asked Glen Gray, one of the more popular maestros, to give us the low-down on the whole thing. Here's what he says:

"For ten years I have been playing dance music for dancers of America, and during that time my work has taken me before every type of audience to be encountered in the field of popular music. I've run the gamut from summer dance pavilions—five cents a dance—to debutantes' coming-out parties, and played in vaudeville, for phonograph records and radio.

"I've studied the likes and dislikes of all of these listeners, and the first taste of one and all is for hot, swing, rhythm or flag-waver numbers. Appreciation of sweet numbers increases in direct ratio to the ascending scale, but the taste for sweet numbers is always secondary. Whatever the audience and however great its appreciation of sweet tunes, it takes the hot ones to stop the show.

"The musical knowledge of the layman, today, is far greater than it was ten years ago, and this is reflected in the type of numbers which are being written. They have, in their embodying themes, more really musical qualities than have ever before been found in this type of song.

"Dance musicians of today, too, are much further advanced, not only in musical knowledge, but in their technique and in their understanding of the possibilities of their instruments. Cognizance must not be lost of the fact that the dance musicians of yesterday, dissatisfied with the sterility of American popular music and alive to possible improvements, blazed a trail which has become a thoroughfare to bigger and better things in dance music. I do not think there has been any comparable improvement in the past ten years in the symphonic, chamber music, or operatic fields.

"Throughout this evolution in dance music the Negro musician has asserted himself as an important factor, and he is mainly responsible for the dance rhythm as it is expressed today. Because of this, dance music now is all the more truly American. The Negro has had no European heritage in music to color his efforts.

"The present day arranger of dance music is on a level far above that of predecessors, and must be credited for his share in the improvement in the popular field. His ideas today are more in line with what is academically considered good orchestration—in voicing of instrumental effects and general arranging technique. But at the same time his achievements are definitely original.

"There are, of course, many of the die-hards who refuse to admit that jazz is more than the passing fancy of a world mad with post-war lasciviousness. They are wanderers on the wayside, having been too quick to judge the bawling crassness of the early jazz. The baby has blossomed forth in a beautiful specimen of modern manhood. Yet, in a way, I can't help but make allowances for these opponents of jazz, for what they have had thrust upon them under the cognomen of dance music has often been pretty terrible.

"Radio, I think, with its tremendous audiences, has been the biggest factor in the advancement of popular music. Dance orchestras which could formerly be heard in only one place at a time are now afforded an audience numbering in the millions. As a consequence the quality of the work they must do to remain on top is increasing with every program. This improvement should continue until we arrive at the point where jazz will have become universally accepted as a medium of artistic expression. And when this not distant day arrives, I shan't be the one to point a scornful finger and say, 'I told you so!'"



I prefer **FAOEN** because
(FAY-ON)
it's different says Countess de la Vairir

Among the many lovely women who prefer FAOEN to costlier perfumes is the distinguished Countess Jeanine de la Vairir. An arbiter of fashion and things fashionable, it is significant that FAOEN is found on her dressing table and in her purse.

"My selection of perfume is not influenced by price," she says. "Naturally, I have used many expensive perfumes, but I am intrigued by the fascinating something about FAOEN (with \$1 to \$3 quality) which is subtly alluring and different."

FAOEN is different... different in its mysterious power to transform attractiveness into compelling loveliness. Let FAOEN send you forth to quicken pulses!

In a tuck away size ten cents (10c) as illustrated below at all 5 and 10 cent stores.

PARK & TILFORD'S **FAOEN**
(FAY-ON)
Beauty Aids

FACE POWDER • LIPSTICK • COLD CREAM
CLEANSING CREAM • ROUGES • PERFUMES



Revealing Mary Lou's Secret Romance!

(Continued from page 31)

After a very different Mary Lou made her guest appearance on a special program and her diamond took its first bow before the public. I happened to be there that night. I think I shall never forget the radiance of her face.

The news struck broadcastland a cold blow. But as soon as the shock was over congratulations and cheers flew so fast you couldn't get a word in edgewise with Muriel for days.

And now an end has come to waiting and the bitter, unfulfilled years. If the Show Boat producers still insist upon a romance in their program, Lanny will just have to be content with a microphone brooding of another man's wife. I don't think the change will harm Muriel's career now, what with *two* radio stars putting such new happiness into their work that they're each ten times better. Maybe you can notice it in Mary Lou? And in Fred's dear tenor.

An end to waiting.

I told Mary Lou I was proud of her for making the choice a real woman always makes. And I told her I was proud of her for another reason too: Plenty of girls have romance thrust upon them, but it takes a darn clever one to turn a ready-made radio romance wrong side out and model it into Love!

* * *

Muriel Wilson is on Show Boat each Thursday at 9 p. m., EST.

Fred Hufsmith can be heard Saturdays at 5:30 p. m., EST over WEA and associated stations.



Pinchot

The Tango King, Xavier Cugat.

When a girl needs a girl friend



"Those were his very words!"

"What do you suppose that new young doctor said to Jack after the dance the other night? When Jack asked him how he liked the rush Jane was giving him, he just looked bored and said, 'Why doesn't some kind girl friend tell her she needs Mum?' Those were his very words. Imagine! After the way we girls have all tried to ease it over to her! Can we help it if she's dumb?"

What an old meanie she is for not telling!

"Mr. Glover said he was afraid he'd have to let Ann go. Wish I had the nerve to tell her what's the matter. It's such a pity when a jar of Mum would save her job for her."



(In other words, young lady, you need Mum.)

"Your references as to ability are very good, Miss Clark. But I hardly think you'd fill the requirements of our position here. Sorry."

SHE'S bound to lose out every time—the girl who is careless about underarm perspiration odor. For people will not excuse this kind of unpleasantness when it is so easy to avoid. With Mum!

It takes only half a minute to use Mum. And it lasts all day. Use it any time—when dressing or afterwards. It won't harm your clothing.

Mum is soothing to the skin. Prove this by shaving your underarms and using Mum *at once*.

Another reason you'll like Mum

—it prevents every trace of ugly odor without preventing perspiration itself. Decide today to use Mum and be safe *every day*. Bristol-Myers, Inc., 75 West St., New York.



MUM TAKES THE ODOR OUT OF PERSPIRATION

YOU NEED MUM FOR THIS, TOO: Use Mum as a deodorant for sanitary napkins and enjoy relief from worry about this source of unpleasantness.

Train for

RADIO IN 10 WEEKS AT COYNE

The great Coyne Shops in Chicago have a world-wide reputation for training men here in Chicago in this big-pay field in only 10 weeks. Then they get behind you to assure success by giving you life-time employment service. By my new plan YOU can take advantage of their wonderful method of learning-by-doing NOW—no need to lose time and money while you strive and save to raise the necessary tuition.



I WILL FINANCE YOUR TRAINING

Come to Coyne at once. Get your training. Then start paying me for your training a full two months after your training period, and take over a year to complete your payments. If you will write to me at once I will send you complete details of this sensational new plan, together with the Big Free Illustrated Book telling all about COYNE and how many earn while learning and training you can get there without book study or useless theory.

H. C. Lewis
President

SEND NOW FOR FULL DETAILS!

MR. H. C. LEWIS, President
500 S. Paulina St., Dept. 35-1K, Chicago, Ill.
Tell me how you will finance my training at COYNE and send me the BIG FREE Illustrated Book on RADIO.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Learn Music at Home

Easy as A-B-C A Complete Conservatory Course on your favorite instrument, under Master Teachers. You will be amazed and delighted that music can be made so easy and interesting. Over 300,000 enthusiastic students. Low cost, easy terms. Courses in Piano, Violin, Mandolin, Cornet, Organ, Trumpet, Spanish Guitar, Hawaiian Guitar, Banjo, Tenor Banjo, Accordion, Saxophone, Clarinet. Personal instruction under artists. Satisfaction guaranteed. Send for Free Catalog; gives full details.
NATIONAL ACADEMY OF MUSIC
Dept. 622 1525 East 53rd Street, Chicago

Radio Artists Attention

Be prepared. Pages of sure-fire laughs, gags, wise-cracks, bits and chatter. Real professional material, for both Male and Female. \$1.00 postpaid.
WEIMANN & BELLMORE,
P. O. Box 455, Grand Central Annex, New York, N.Y.

DO YOU KNOW

\$1

Complete

Does Away with Aerial entirely—Just place an F & H Capacity Aerial Eliminator (size 1 1/2 in. x 4 in.) within your set. Simple instructions furnished with unit. Easily connected by anyone to aerial and ground of set. Your radio will then operate and tune in the same manner as if it were connected to an aerial. Operates on both short and long waves.



YOUR RADIO SET NEEDS NO AERIAL

FOR PERFECT NATION-WIDE RECEPTION AND WE WILL PROVE IT OR YOUR MONEY BACK.

BETTER TONE AND DISTANCE GUARANTEED
Sensitivity, selectivity, tone and volume improved. No lightning, danger or unsightly lead in and aerial wires. Makes your set complete in itself. Forget aerial wires and troubles—move your set anywhere.

NOT NEW—VALUE ALREADY PROVED

On the market four years, 70,000 satisfied customers in U. S. and foreign countries. Chosen by Government for use on Naval Hospital bedside radios. Each factory tested on actual long distance reception. Can not harm set—Does not connect to light socket—no current, used—no danger of shocks or blow-outs.

5 DAYS TRIAL

Mail coupon at once. Pay postman \$1.00 plus a few pennies postage on delivery. If not entirely satisfied, return within five days and your dollar will be refunded without question.

JUST MAIL THIS COUPON

F. & H. RADIO LABORATORIES
Dept. 8, Fargo, N. D.
Send F. & H. Capacity Aerial. Will pay postman \$1 plus few cents postage. If not pleased will return within 5 days for \$1 refund. Check here () if sending \$1 with order—thus saving postage cost—same refund guarantee. Check here () if interested in dealer's proposition.
NAME _____
ADDRESS _____
TOWN _____ STATE _____

Chew and Be Charming

(Continued from page 6)

How in the world, people ask, with the problem of a family to face, did she ever get into this amazing business?

When Margaret Brainard first married, her husband remarked to her: "You're the stupidest woman I ever met."

Despite his bantering tone, she was piqued. Her background had been academic. She determined to prove to herself and to him that she had a good intellect. So she enrolled in Columbia University and studied English, Modern History, Philosophy, Logic and Psychology.

Later on, she went to Reno for a divorce. Having convinced herself that she had a good mind was the impelling force which thrust her into the beauty business. She had discovered the formula for a beauty cream and became interested in making it.

She began to develop other creams. But she was constantly encountering materials which wouldn't mix. Such problems were a challenge to her. She bought all the chemistry books she could lay her hands on. During the six weeks in Nevada, she filled her time profitably in study.

When she returned to New York, she found a position in a department store. Life wasn't any too easy in that particular phase of her career. The faith in her beauty preparation carried her through. She persuaded the store to market it. The sales of the cream created by her own hand made it possible for her to start her own beauty establishment. Now she has a clientele of well-to-do New York women.

Yet Margaret Brainard had always sought some kind of effective beauty treatment within the means and time allowances of the average woman. However, she never suspected that the night she went to the moving pictures with a friend, it was to be the night of inspiration.

The friend had given up smoking and to distract himself chewed gum instead. Have you ever watched the unconscious rhythmic motion of people's jaws as they chew gum? Margaret Brainard had been stealing sidelong glances at her escort during most of the show.

Toward the end, still intent on the screen, he took a fresh stick of gum from his pocket. She wondered how he was going to dispose of what he had been chewing. Already he had several sticks in his mouth. But in he popped the new stick to add to the rest of the wad.

Utterly fascinated by the movement of his facial muscles, she reached over and touched him on the cheek, the forehead, the nape of the neck. An idea was being born.

He entered into the spirit of the thing and moved his jaws through all sorts of gyrations so that she might discover what muscles were brought into play.

After that, she made a long study of

... no finer, purer toiletries, at any price than LANDER's



If you had a MILLION ...

you could not buy a finer, purer preparation for your hands! Prevents chapping and roughness ... smoothes, whitens and beautifies the skin. Exceptionally large size for only

10¢

AT ALL 10c STORES

Lander, Inc.

NEW YORK

MEMPHIS

BINGHAMTON

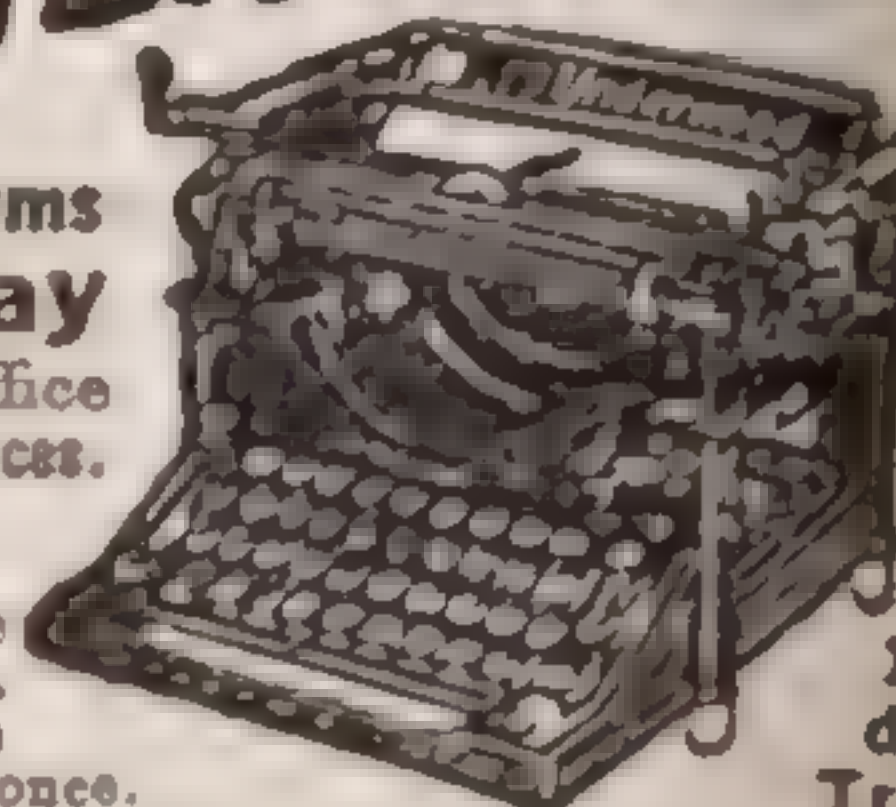
TYPEWRITER 1/2 Price

Easy Terms
Only 10c a Day

Save over 1/2 on all standard office models. Also portables at reduced prices.

SEND NO MONEY

All late models completely refinished like brand new. FULLY GUARANTEED. Big free catalog shows actual machines in full colors. Lowest prices. Send at once. Free course in typing included.



231 W. Monroe St., Dept. 361, Chicago

HELP Wanted in INSTITUTIONS & HOSPITALS

MALE & FEMALE • INEXPERIENCED & EXPERIENCED
All kinds of Positions Practically Everywhere. Help constantly needed, so why remain unemployed? Write now enclosing stamp.
SCHARF BUREAU, Dept. 3-20, 145 W. 45th St., NEW YORK

HAVE you ever had your heart broken?

Read what happened to Robert Simmons in "Unhappy Ending" which appears in the April issue of RADIO STARS.

NO JOKE TO BE DEAF

—Every deaf person knows that—
Mr. Way made himself hear his watch tick after being deaf for twenty-five years, with his Artificial Ear Drums. He wore them day and night. They stopped his head noises. They are invisible and comfortable, no wires or batteries. Write for TRUE STORY. Also booklet on Deafness.



Artificial Ear Drum

THE WAY COMPANY
717 Hofmann Bldg. Detroit, Michigan

HOW TO WIN \$55 IN CONTESTS!

Every year \$5,000,000.00 is awarded by sponsors of slogan, statement, etc., contests. Win your share by submitting your entries in the right way. "How to Win Advertising Contests," a book written by an outstanding winner, reveals new and most effective methods. Sent postpaid for 50c. Address THE RAYMOND PRESS, BOX 14, DEPT. 39, AUBURN, NEW YORK.

KILL THE HAIR ROOT



My method positively prevents hair from growing again. Safe, easy, permanent. Use it privately, at home. The delightful relief will bring happiness, freedom of mind and greater success. Backed by 35 years of successful use all over the world. Send 6c in stamps TODAY for Illustrated Booklet.

We teach Beauty Culture.
D. J. Mahler Co., Dept. 36-C, Providence, R. I.



BLACKHEADS!

NEVER SQUEEZE BLACKHEADS. IT CAUSES SCARS, INFECTION!

Dissolve Blackheads scientifically with amazing KLEERPLEX WASH. This wonderful NEW DISCOVERY contains 5 scientific ingredients. Also refines Large Pores, stops embarrassing Greasiness "Shine". Clears Muddy, Sallow, Tanned Skin. Has marvelous medicated pore purifying powers. Gets at the cause QUICKLY! SAFELY! RENEWS! LIGHTENS! BEAUTIFIES your skin. Gives you that clean-cut attractive look. SEE INSTANT IMPROVEMENT. No chemicals. No staying home. A guaranteed pure natural product, approved by Health Authorities and thousands of happy users—Men and Women. Nothing like it! Stop wasting time and money on ordinary products. Your skin deserves the best. Get your 2 mo. supply of Kleerplex Wash TODAY. Just send \$1. (plus 10¢ postage) direct to KLEERPLEX (Dept. MR9) 1 W. 34th St., N. Y. C. or pay postman (plus C. O. D. charge). Outside U. S. \$1.25 and no C. O. D. s. MONEY BACK GUARANTEE! (Copyright 1934 Kleerplex.)

RED, CHAPPED HANDS?

relief

GUARANTEED OVERNIGHT



**Hands made smoother,
softer, whiter—too,
with famous medicated cream**

HERE'S A sure way to relieve badly chapped hands—a quick way to make red, rough, ugly-looking hands soft, smooth and white. Try it—if it doesn't greatly improve your hands overnight, it will cost you nothing!

A hospital secret

This famous medicated cream was used first as a chapped hands remedy in hospitals. Doctors and nurses have a lot of trouble with chapped hands in winter—they have to wash hands so frequently. They found that if they applied Noxzema Cream liberally on their hands at night, all soreness disappeared by morning—hands became smoother and whiter.

Today millions of people use this "overnight remedy for chapped hands." If your hands are chapped, see for yourself how wonderful Noxzema is for them.

Make this simple test. Apply Noxzema on one hand tonight—rub plenty of it into the pores. Leave the other hand with nothing on it. Note the big difference in the morning. Feel the difference, too! One hand still red and irritated—the other smooth and white.

Noxzema is a snow-white, dainty, greaseless cream—not sticky, gummy or messy to use.



Get a jar of Noxzema today—use it tonight. Sold on a money-back guarantee. It relieves and improves Red, Chapped Hands overnight—or your druggist gladly refunds your money!

To end skin faults

Over 10,000,000 jars of Noxzema are used yearly to relieve skin irritations—not only chapped hands, but chapped lips, chafing, chilblains, etc. Thousands of women apply Noxzema as a powder base and at night to end Large Pores, Pimples, Blackheads, Oiliness and other ugly skin faults.

WONDERFUL FOR SKIN FAULTS, TOO



-
- HELPS END
- LARGE PORES
- BLACKHEADS
- FIMPLES
- OILY SKIN
- FLAKINESS

SPECIAL OFFER!

Noxzema costs very little. Get a jar at any drug or department store. If your dealer can't supply you, send only 15c for a generous 25c trial jar to the Noxzema Chemical Co., Dept. 53, Baltimore, Md.

chewing. Her friends scoffed at her. She reminded them that she'd always stuck to the "beauty is more than skin deep" theory—that no face could be built its greatest loveliness without muscular firmness beneath. Still they laughed. They laughed, that is, until she began her radio series. Now a good many of the skeptics are joining her classes of the face themselves.

That is how one woman discovered how to make money from a habit of every-day

* * *

Margaret Brainard is on these stations each Thursday, Friday and Saturday at 6:55 p. m. EST.: WABC WCAO WAAB WKBW WDRC WCAU WEAN

Kilocycle Quiz

(Continued from page 11)

Have you tried the Kilocycle Quiz questions? And were you able to answer them all in eight minutes? Here are the answers. Check up on yourself.

1. No, the word is prohibited.
2. James Wallington.
3. Bob Crosby.
4. Baritone.
5. No.
6. He has one son, Paul, Jr., age eleven.
7. Annette Hanshaw.
8. Hal Kemp.
9. Yes.
10. Fifty-three.
11. Missouri.
12. Wilfred Pelletier.
13. John Charles Thomas.
14. Eddie Cantor.
15. Rubinoff.
16. Chicago.
17. March of Time.
18. Yes.
19. George Burns on the Robert Burns program.
20. Angelo and Felix Ferdinando.
21. Al Goodman and Benny Goodman.
22. Walter Winchell.
23. Harry Conn.



The dramatic and lovely Marjorie Hannon, star of "Sally of the Talkies," heard each Sunday. The broadcasts come from Chicago, Miss Hannon's home.

**They tried
"Moist-Throat" Method!
... "NEXT DAY OUR
COUGHS
WERE
GONE!"**



"Both Jackie and I were coughing our heads off," says Mrs. P. Fernandez, Providence, R.I. "Our doctor said 'Pertussin.' By the end of the next day our coughs were gone!"

Extract of a medicinal herb—stimulates throat's moisture glands

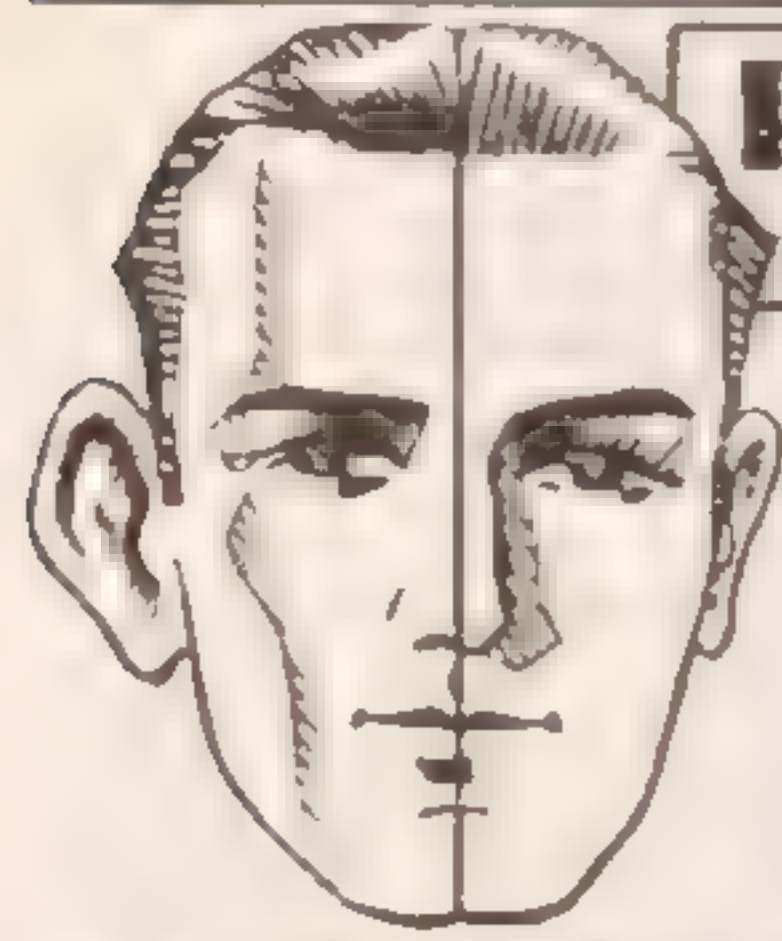
NATURE put thousands of lubricating glands in your throat and bronchial tubes. When you catch cold, these glands clog, throat dries, phlegm thickens and sticks... tickles... you cough! You must stimulate your throat's moisture glands. Take PERTUSSIN. The very first spoonful increases the flow of natural moisture. Throat and bronchial tissues are lubricated, soothed. Sticky phlegm loosens. Germ-infected mucus is easily "raised." Relief. Get a bottle from your druggist.

**GLANDS HERE CLOG—
THROAT DRIES—
WHEN YOU CATCH COLD.
THEN COUGHING STARTS!**



PERTUSSIN

Tastes good, acts quickly and safely



**PROTRUDING?
EARS**

A simple modern device sets them in position immediately. Invisible—comfortable—harmless, worn any time by children or adults. Endorsed by physicians and users as the best method for correcting this disfigurement. Send stamp for free booklet and trial offer. AURA LABORATORIES, Dept. 20 1587 Broadway, New York City

APPROVED WAY TO TINT



Now, without any risk, you can tint those streaks or patches of gray or faded hair to lustrous shades of blonde, brown or black. A small brush and Brownatone does it. Prove it—by applying a little of this famous tint to a lock of your own hair.

Used and approved—for over twenty-three years by thousands of women. Brownatone is safe. Guaranteed harmless for tinting gray hair. Active coloring agent is purely vegetable. Cannot affect waving of hair. Is economical and lasting—will not wash out. Simply retouch as the new gray appears. Imparts rich, beautiful color with amazing speed. Just brush or comb it in. Shades: "Blonde to Medium Brown" and "Dark Brown to Black" cover every need.

Brownatone is only 50c—at all drug and toilet counters—always on a money-back guarantee, or—

SEND FOR TEST BOTTLE

The Kenton Pharmacal Co.
302 Brownatone Bldg., Covington, Kentucky
Please send me Test Bottle of BROWNATONE and interesting booklet. Enclosed is a 3c stamp to cover partly, cost of packing and mailing.

State shade wanted

Name

Address

City

State

Print Your Name and Address

Strictly Confidential

(Continued from page 17)

Barry McKinley, the daytime baritone, is being seen around town with a pretty young thing from a Broadway musical revue. Some say he's just lonesome. We think it's love.

* * *

Here's the way radio artists stack up as box office attractions in the movies according to a survey of 12,000 independent theatres conducted by a movie publication. Will Rogers tops all other actors (radio and non-radio) with a percentage of 726. Following in the order of their box office draw are: Bing Crosby, Eddie Cantor, Dick Powell, the Marx Brothers, Al Jolson, Burns and Allen, Alice Faye, Lanny Ross, Mary Pickford, Jimmie Durante, Rudy Vallee, Max Baer, Jack Pearl and Phil Harris. But remember that's for the last four months of 1933 and the first eight months of 1934.

* * *

Betty Barthell, the radioriote, and a New York press agent are said to be lonesome when not together.

* * *

Jack Teagarden, trombonist and singer with the Paul Whiteman gang, is down-cast. After a year of marriage, a few months in a new apartment, and now a network job, his wife, Claire, decided her career was elsewhere. Many think Jack is still madly in love with her, but when this was written, she hadn't returned to the household.

* * *

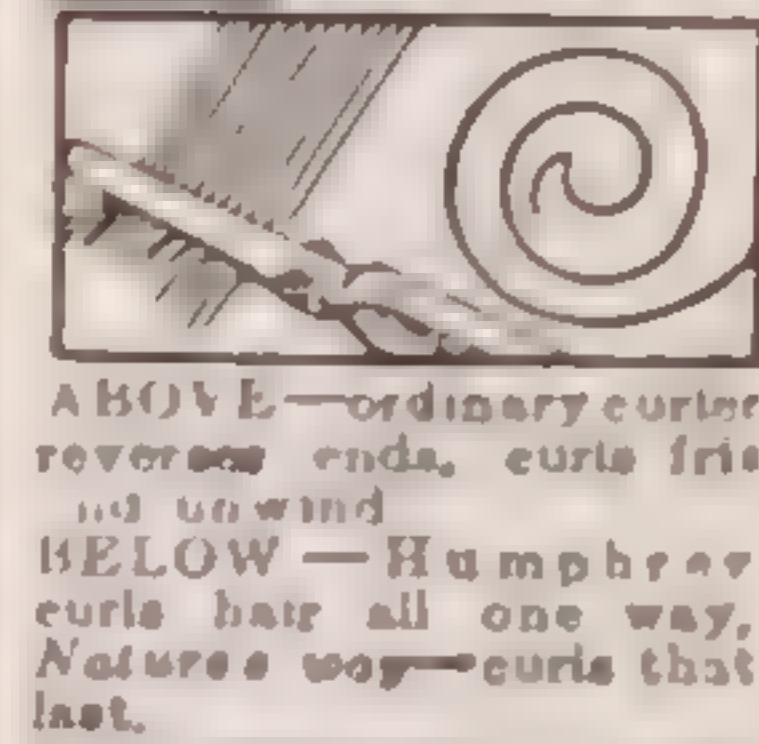
The mail problem of Jack Denny and Jack Benny is serious. Denny gets letters saying Mary Livingstone (Benny's wife) is good. Benny has letters saying his band arrangements are the nuts. All



De Mirjian

Frances Maddux, who appeared on Lanny's Log Cabin program in January, is a well-known songstress in New York's swank night spots.

REVEALING Secret of NATURAL HAIR CURLS



HUMPHREY PRODUCTS CO., 1930 3rd Ave., DETROIT, MICH.

HUMPHREY COIL CURLER

with the Cloth Tab!

ANY PHOTO ENLARGED

Size 8x10 inches or smaller if desired. Same price for full length or bust form, groups, landscapes, pet animals, etc., or enlargements of any part of group picture. Safe return of original photo guaranteed.

47c



SEND NO MONEY Just mail photo (any size) and within a week you will receive your beautiful life-like enlargement, guaranteed fadeless. Pay postman 47c plus postage—or send 49c with order and we pay postage. Big 16x20-inch enlargement sent C. O. D. 78c plus postage or send 80c and we pay postage. Take advantage this amazing offer now. Send your photos today. Specify size wanted.

STANDARD ART STUDIOS

104 S. Jefferson St. Dept. 1325-C CHICAGO, ILLINOIS

PIMPLES—BLACK HEADS

Freckles, other blemishes disappear like magic. NO SKIN PEELING! Clear, healthy skin in few days. Complete GUARANTEED treatment 50c Postpaid. (C. O. D. 65c) GRATIFYING PROGRESS AFTER FIRST TREATMENT. BEAUFIX LABS., 1851-M Washington Ave., N. Y. 1

DEAFNESS IS MISERY

Many people with defective hearing and Head Noises enjoy Conversation, Movies, Church and Radio, because they use Leonard Invisible Ear Drums which resemble Tiny Megaphones fitting in the Ear entirely out of sight. No wires, batteries or head piece. They are inexpensive. Write for booklet and sworn statement of the inventor who was himself deaf.

A. O. LEONARD, Inc., Suite 986, 70 5th Ave., New York



I'm not troubled with **ASTHMA** *any more!*

People who have "tried everything" for asthma report that they have found a way, at last, to obtain effective relief. In many cases, all symptoms gone! Miss Katherine Radford, 2561 Pinkney St., Omaha, Nebraska wrote on March 29, 1932:

"I had bronchial asthma for 5 years. I was afraid to go to bed—was so weak I couldn't even raise my arms. I started taking Nacor last November. I haven't had a spell since."

Nacor is absolutely safe to use—so safe, in fact, so effective that druggists of highest standing recommend it to their customers. If you have asthma, bronchial cough, write for helpful booklet—also letters from happy users, and name of druggist in your locality who can supply you. Address Nacor Medicine Company, 251 State Life Bldg., Indianapolis, Indiana

RADIO STARS

because fans get their "B's" and "D's" mixed. It's especially confusing in telephone conversations!

* * *

Add Block and Sully to the list of radio performers who use costumes for the audience present at the expense of the unseen listeners.

* * *

The idea of Lanny Ross' Wednesday program was to give unknown or little known artists a break on the network. And look what happened to Kathleen Wells! She sang on Lanny's program one week and started as a regular member of the show Boat cast the next. A good example, seems, of really making good. Willie Morris, the Boston soprano on the program in November, is another being called back to New York by the agency handling the Ross show for audition for other shows. Which is a good indication of other "make-good" possibility.

* * *

The March of Time, long a radio favorite, now produces the parade of news events on the silver screen. Which means you can get up to the minute news dramatized in the radio manner at your movie theatres.

* * *

An announcer at WIND station, has been elected to the Indiana state legislature. The new congressman is John E. Gzowski of Gary.

* * *

Zora Lyman and Frank Luther of the part Throbs of the Hills programs on Mondays have been happily married for a long time.

* * *

Lanny Ross' brother, Winston, younger in the tenor, recently arrived in New York from England where he attended school and acted in English drama. Their father, Douglas Ross, is still in England with a Shakespearian stock company. The other is in New York with the two boys.

* * *

Jack Owens, the Breakfast Club tenor, and Mrs. Owens, the former Helen Streiff, who vocalized with Ted Weems' band, are celebrating the arrival of an eight one half pound baby girl, named Mary Ann. The marriage of Jack and Helen in February, 1933, was the culmination of a radio romance in a Chicago television studio.

* * *

If you like to remember radio birthdays with greetings, the following are in February: Jacques Fray, 18, 1903; Elaine Pankow of the Bobby Benson show, 20, 1909; Announcer Davidson Taylor, 26, 1907; Announcer Kenneth Roberts, 1910; Tom Waring, 12, 1902; Connie Ches, 19, 1912.

* * *

The stork made a pre-Christmas visit to San Francisco, leaving two radio boy babies. One for Wayne Frederick of Al Hulse's Clef Dwellers' trio and the other for Sydney Dixon, network sales manager. The visit cost Wayne an extra five bucks because he bet his brother, Earl, a fellow Dweller, that the baby would be a

* * *

Christian Kriens, 54-year-old violinist and conductor who used to be a familiar name on the network, was found shot to

"SUB SOIL" GROWS GOOD BLACKHEADS



ONLY A PENETRATING FACE CREAM WILL REACH THAT UNDER-SURFACE DIRT!

By *Lady Esther* Those pesky Blackheads and Whiteheads that keep popping out in your skin—they have their roots in a bed of under-surface dirt.

That underneath dirt is also the cause of other heart-breaking blemishes, such as: Enlarged Pores, Dry and Scaly Skin, Muddy and Sallow Skin. There is only one way to get rid of these skin troubles and that is to cleanse your skin *to the depths*.

A Face Cream that Gets Below the Surface

It takes a penetrating face cream to reach that hidden "second layer" of dirt; a face cream that gets right down into the pores and cleans them out from the bottom.

Lady Esther Face Cream is definitely a *penetrating* face cream. It is a reaching and searching face cream. It does not just lie on the surface. It works its way into the pores immediately. It penetrates to the very bottom of the pores, dissolves the imbedded waxy dirt and floats it to the surface where it is easily wiped off.

No other face cream has quite the action of Lady Esther Four-Purpose Face Cream. No other face cream is quite so searching, so penetrating.

It Does 4 Things for the Benefit of Your Skin

First, it cleanses the pores to the very bottom.

Second, it lubricates the skin. Resupplies it with a fine oil that overcomes

dryness and keeps the skin soft and flexible.

Third, because it cleanses the pores thoroughly, the pores open and close naturally and become normal in size, invisibly small.

Fourth, it provides a smooth, non-sticky base for face powder.

Prove It at My Expense

I want you to see for yourself what Lady Esther

Four-Purpose Face Cream will do for *your* skin. So I offer you a 7-day supply free of charge.

Write today for this 7-day supply and put it to the test on your skin.

Note the dirt that this cream gets out of your skin the very first cleansing. Mark how your skin seems to get lighter in color as you continue to use the cream. Note how clear and radiant your skin becomes and how soft and smooth.

Even in three days' time you will see such a difference in your skin as to amaze you. But let Lady Esther Four-Purpose Face Cream speak for itself. Mail a postcard or the coupon below for the 7-day trial supply.



Make This Test

Pass your fingers over your whole face. Do you feel little bumps in your skin? Do you feel dry patches here and there? Little bumps or dry or scaly patches in your skin are a sure sign of "sub soil" or under-surface dirt.

Copyrighted by Lady Esther, 1935

(You can paste this on a penny postcard) (10)

FREE

Lady Esther, 2010 Ridge Avenue, Evanston, Illinois.

Please send me by return mail your 7-day supply of Lady Esther Four-Purpose Face Cream.

Name _____

Address _____

City _____ State _____

(If you live in Canada, write Lady Esther, Toronto, Ont.)

RADIO STARS

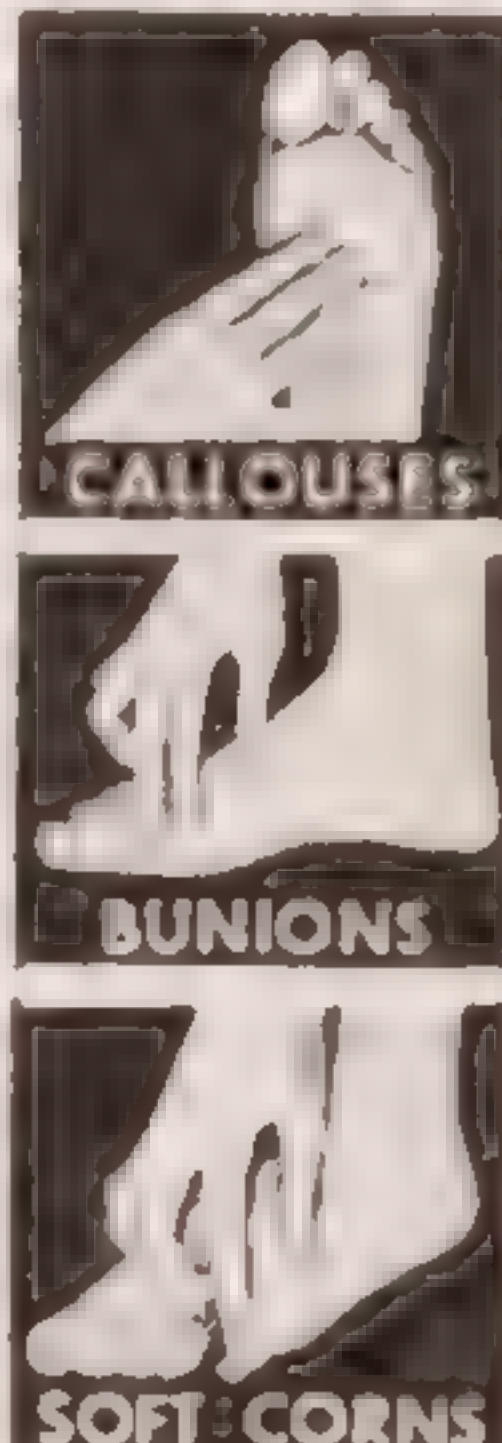
CORNS

CALLUSES—BUNIONS—SORE TOES



RELIEF IN ONE MINUTE!

No matter how your corns, callouses, or bunions may hurt, New De Luxe Dr. Scholl's Zino-pads will give you immediate relief. They stop pressure on the painful part; make new or tight shoes fit with ease; prevent corns, sore toes and blisters; quickly, safely remove corns and callouses. Flesh color, waterproof; won't stick to stocking or come off in the bath. Try them! Sold everywhere.



NEW De Luxe FLESH COLOR WATERPROOF

Dr. Scholl's Zino-pads

Put one on—the pain is gone!

VOICE

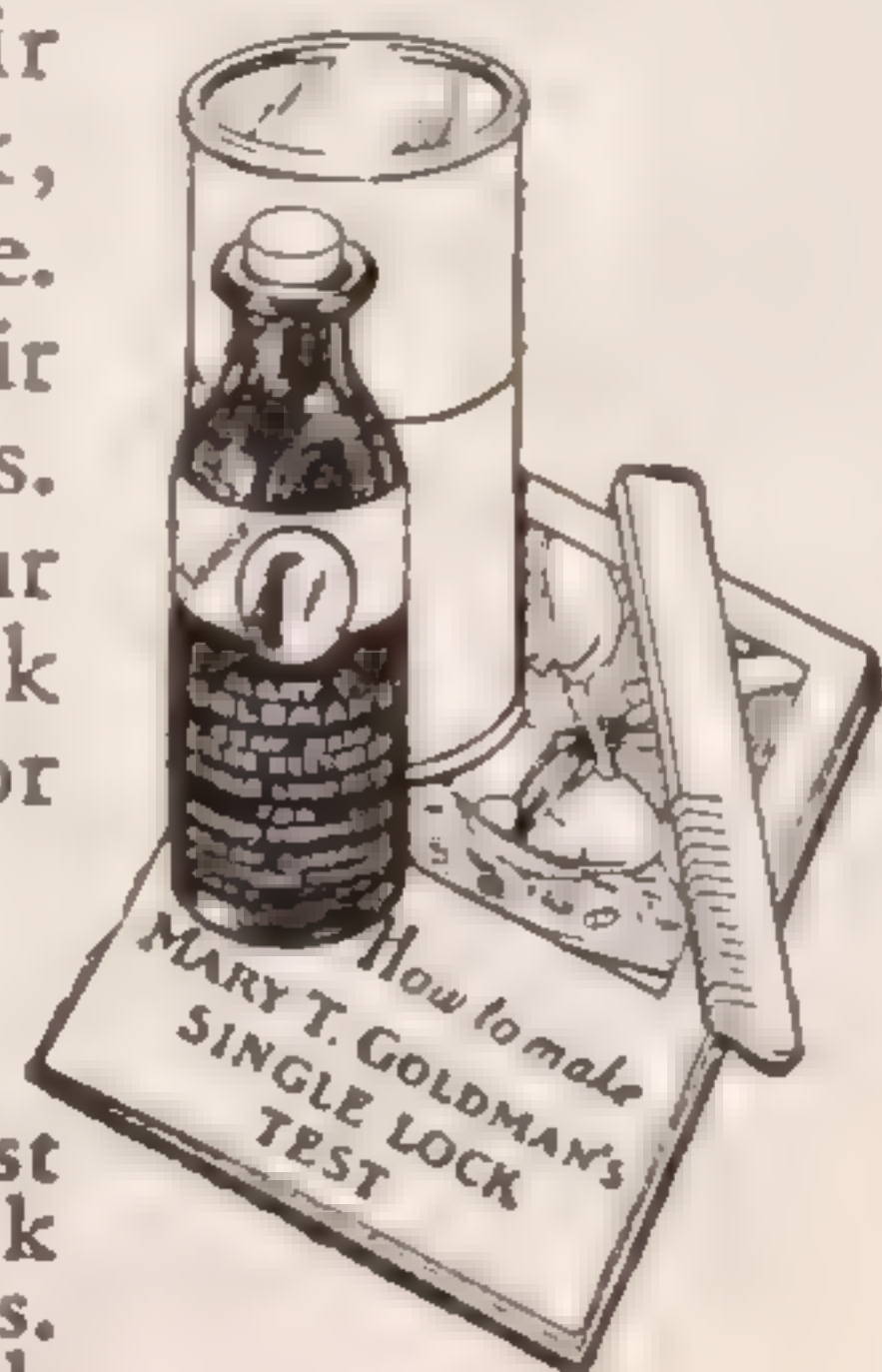
100% Improvement Guaranteed

We build, strengthen the vocal organs—not with singing lessons—but by fundamentally sound and scientifically correct silent exercises... and absolutely guarantee to improve any singing or speaking voice at least 100%. Write for wonderful voice book—sent free. Learn WHY you can now have the voice you want. No literature sent to anyone under 17 unless signed by parent.

PERFECT VOICE INSTITUTE, Studio 72-13
308 No. Michigan Ave., Chicago

If you have one single GRAY HAIR mail this coupon

Now—before others think of you as "older"—is the time to touch up those first gray streaks. Millions—both men and women—have discovered this way to color fading strands. Just combing clear liquid through hair brings color: black, brown, auburn, blonde. Entirely SAFE... Hair stays soft and lustrous. Get a bottle from your druggist on money back guarantee. Or send for Free Test.



Test it FREE

We'll send Complete Test Package Free. Snip lock from hair. Try first on this. See for yourself. No risk this way. Mail coupon for Free Test.

MARY T. GOLDMAN

2313 Goldman Bldg., St. Paul, Minn.

Name.....

Street.....

City..... State.....

Color of your hair?.....

death December 17th in his home in Hartford, Connecticut. For five years he was musical director of a station in that city. Notes left indicated suicide.

One prominent tobacco program is using a little girl in its commercial ads. This followed using a teen-age boy to plug the product. The news lies in the fact that many indignant listeners have written this office complaining about the use of children in such advertising. To those who have written, we suggest that your letters go directly to One Man's Family and not to this office.

Mark Hellinger and Gladys Glad, the two headliners on the new Penthouse Parties show Wednesdays, are husband and wife. Both are newspaper writers of note.

Martha Manning, or really Mrs. William Law, added seven and one-half pounds to the Law family in the person of little Robert Rae Law born December 20th. You've heard the mother over WOR and the Quality Group.

Tito Guizar's first movie has been announced as "Adios Argentina."

At last radio has something new. It's that Hour of Charm show on the Madison Avenue network featuring Phil Spitalny's ensemble of thirty girl instrumentalists and singers, Rosaline Greene as mistress of ceremonies, Maxine, and other girls as singers and actresses. It's really our first all-girl revue. That is, if we don't count Phil. Wonder why he doesn't sit in the control room and let a fair haired gal wield the baton?

Women, Phil believes, react more spontaneously to lilting tunes and romantic rhythms than to hot numbers. The program which is designed to entertain them will, therefore, emphasize sweet melodic music typifying feminine charm and beauty.

If the two major networks must be bedfellows, what better city for the experiment than Philadelphia, the city of brotherly love. Now that KYW, Chicago's first station, has been moved to Philadelphia, this NBC outlet is housed under the same roof as WCAU, the 50,000 watt CBS link there. And all local programming for KYW is done by the WCAU staff. It will require careful watching at the controls lest a CBS program goes out over NBC wires or vice versa.

When KYW sang its swan song last December after thirteen years of service to Chicago, several of its first entertainers joined in its final broadcast. They included Morgan L. Eastman, first musical director of the station and now conductor; Wendell Hall, the red headed music maker; and Sen Kaney, former announcer and now an executive.

Christmas Eve was an event of great importance in the household of Lady Esther. Bess Johnson, who talks for Lady Esther on the air, had a big party for her daughter, Jane, who celebrated her sixth birthday.

Bentonelli, the tenor headliner of those Sunday night tabloid opera programs, is

For children's CROUPY COUGHS

So often serious trouble starts with croupy cough or slight throat irritation. Don't delay, rub chest and throat with Children's Musterole—good old Musterole in milder form. Recommended by many doctors and nurses because it's a "counters irritant"—NOT just a salve. Its soothing, warming, penetrating benefits seem to melt away congestion—bringing ease and relief generally. Three kinds: Regular Strength Children's (mild), and Extra Strong, 40¢ each. All druggists. Hear "Voice of Experience"—Columbia network. See your newspaper.

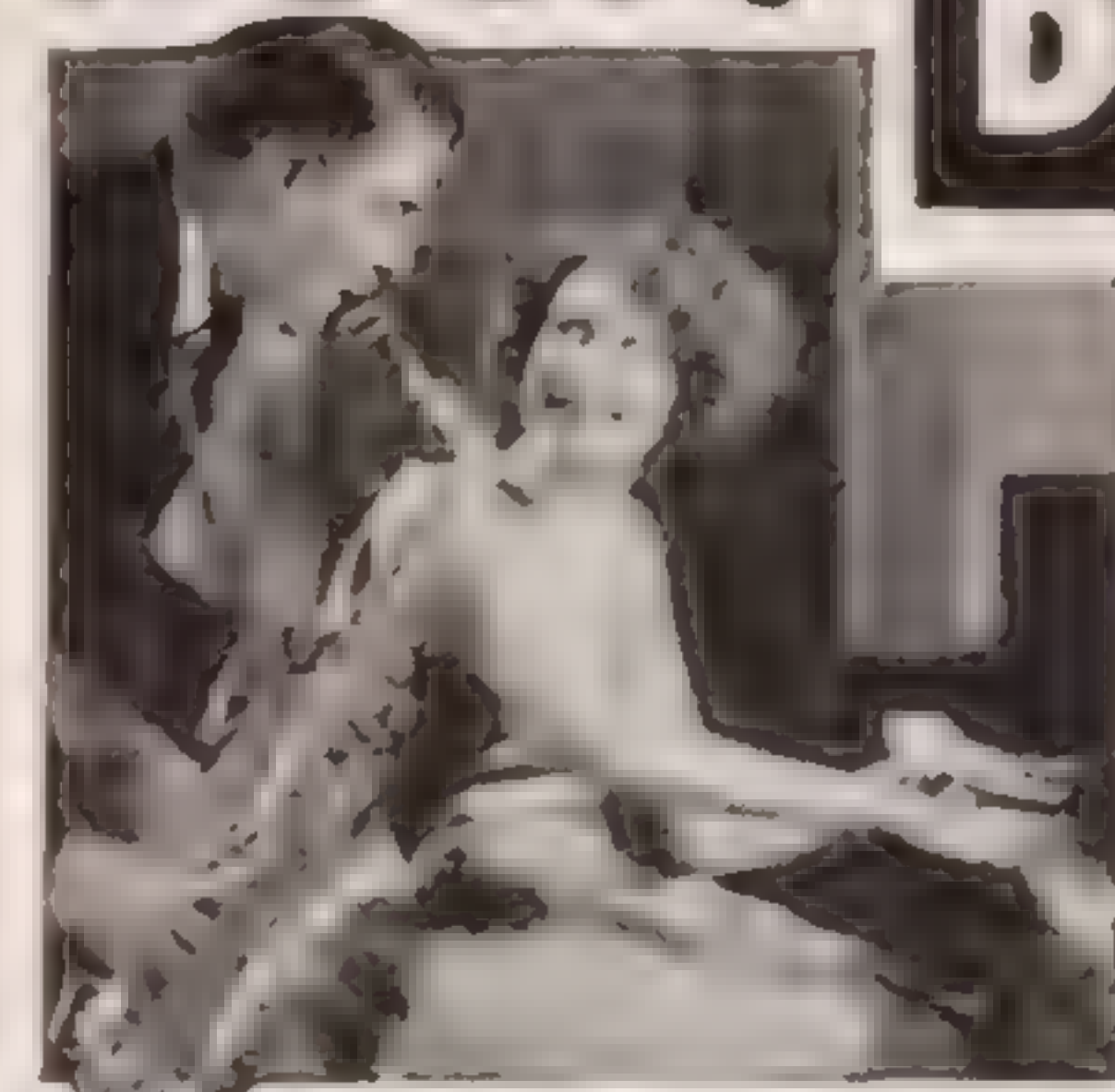
CHILDREN'S

MUSTEROLE

BETTER THAN A MUSTARD PLASTER

MILD

FUN! BIG PAY



WITH an easy-play sweet-toned Buescher play tunes right away. a social "hit," win friends; popularity; increased income. Opportunities for good-pay jobs. You can qualify quick.

FREE on trial. Any Buescher instrument. Write now for details and handsome Free Book. Mention instrument: saxophone, cornet, trombone, etc.

BUESCHER
BAND INSTRUMENT CO.
347 BUESCHER BUILDING
ELKHART, INDIANA

"HUSH"

FOR
BODY ODORS

AT ALL 10¢ STORES

BROKEN-OUT, UGLY SKIN?

*Amazing Help In
Scientific Advance*



NOT a mere cosmetic! Here is a treatment employing a new non-irritating scientific skin discovery called HYDROSAL. Thoroughly tested by clinic hospitals. Amazing relief in pimples, rashes, eczema and similar skin outbreaks. Stops itching and burning in minutes. Acts to refine coarsened, irritated skin. Promotes marvelous, quick healing in burns and injuries, too. Does not stain. Ask for Hydrosal today at any good drug store. Liquid and Ointment forms: 30c and 60c sizes. The Hydrosal Co., Cincinnati, Ohio.

Hydrosal for Common Skin Outbreaks

extricably tangled in the language problem. Ten years ago he was plain Joe Benton of Oklahoma. Then he went to Italy to study. So he changed his name to Giuseppe Bentonelli. Last year he returned to America and this season he has been the leading tenor of the Chicago Grand Opera Company as well as making radio appearances. When he was engaged for the condensed radio operas the problem arose as to whether he might not better resume his original name since the broadcasts were in English. The tenor considered. And decided on a compromise. He would stick to the Bentonelli since he had always sung under that name, but he would drop the Giuseppe for plain Joe.

* * *

William Paley, network prexy, is building a \$150,000 mansion in Manhattan. That's one way of using surplus profits.

* * *

Ruth Yorke, the Little French Princess, minus a husband. No trouble. It is that he's in Vienna studying medicine.

* * *

The Lane Sisters, Priscilla and Rosemary, with their sister, Leota (who may be on the air before long) and their mother moved into a new exclusive apartment just off Park Avenue . . . Orchestra leader Jack Shilkret and Singer Frank Sinatra celebrate their tenth anniversary together this month. Their first work together was making phonograph records. Currently they're sharing time on a radio program . . . Shilkret's five-year-old son following his dad's profession, he's able to play tunes on the piano after hearing him performed once by his father.

* * *

Some people are honest. B. A. Rolfe is one. On Christmas he asked Santa for a program sponsor and then spent the

(Continued on page 105)

Gorgeous Lemon Pie Filling

WITHOUT COOKING!

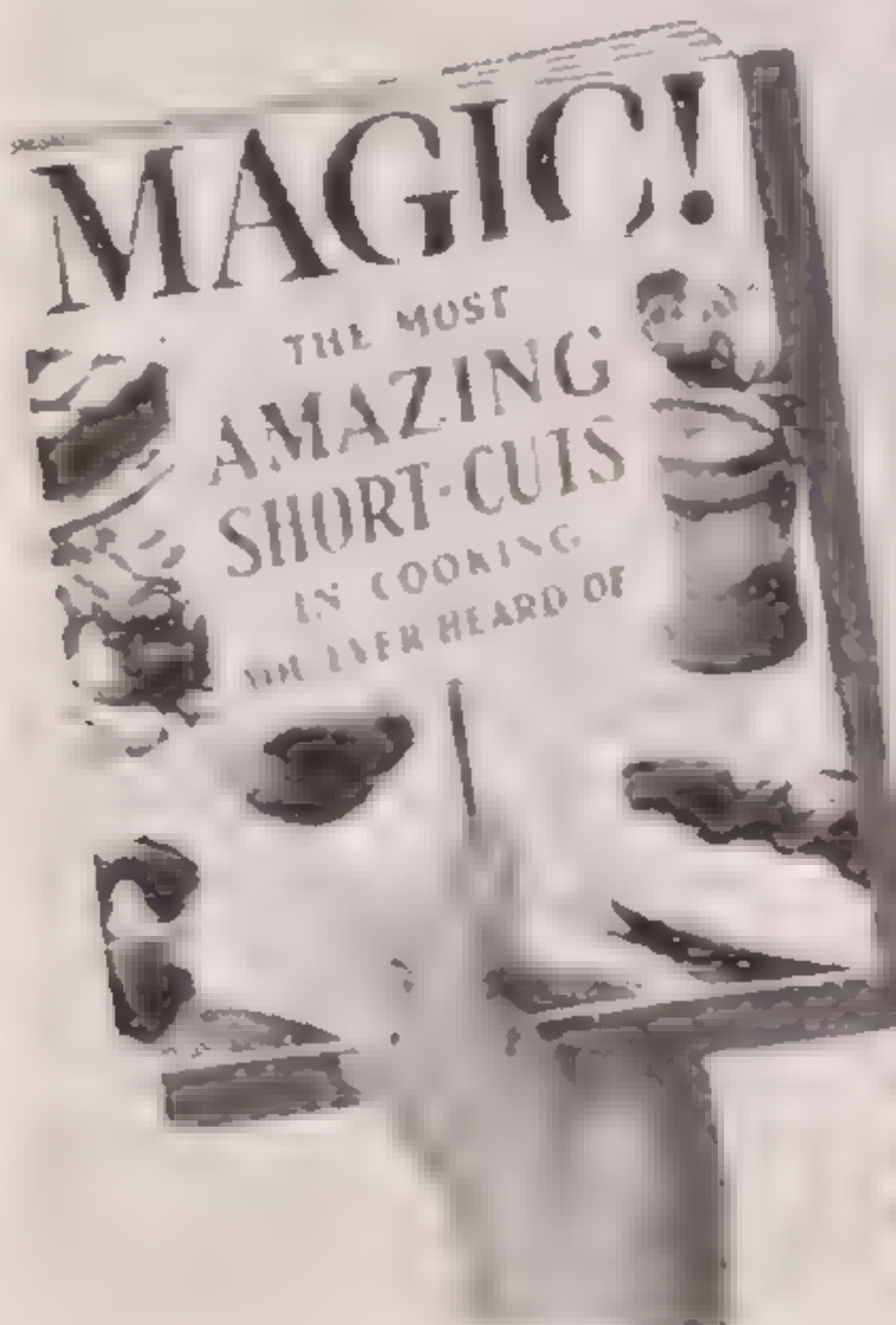


EAGLE BRAND LEMON MERINGUE PIE

1½ cups (1 can) Eagle Brand Sweetened Condensed Milk
¼ cup lemon juice
Grated rind of 1 lemon or
¼ teaspoon lemon extract
2 eggs
2 tablespoons granulated sugar
Baked pie shell (8-inch)

Blend together Eagle Brand Sweetened Condensed Milk, lemon juice, grated lemon rind or lemon extract, and egg yolks. (It thickens just as though you were cooking it, to a glorious creamy smoothness!) Pour into baked pie shell or Unbaked Crumb Crust (See FREE cook book.) Cover with meringue made by beating egg whites until stiff and adding sugar. Bake until brown in a moderate oven (350° F.). Chill.

• Here's a lemon filling that's always perfect! Never runny. Never too thick. Try it, and you'll never make lemon pie the old way again! • But remember—Evaporated Milk won't—can't—succeed in this recipe. You must use *Sweetened Condensed Milk*. Just remember the name Eagle Brand.



FREE! World's most amazing Cook Book!

Rotogravure picture-book (60 photographs) showing astonishing new short-cuts. 130 recipes, including: Foolproof 5-minute Chocolate Frosting! Caramel Pudding that makes itself! 2-ingredient Macaroons! Shake-up Mayonnaise! Ice Creams (freezer and automatic)! Candies! Refrigerator Cakes! Sauces! Custards! Cookies! Address: The Borden Co., Dept. MM35, 350 Madison Avenue, New York, N. Y.

Name _____
Street _____
City _____ State _____



Three New OLIVE OIL CREAMS—

Three new creations by Vi-Jon! Fine, delicate Vi-Jon Creams blended with pure, imported Olive Oil, with its soothing, nourishing effect on the skin. For amazing results try these new Vi-Jon Olive Oil Creams. A *complete* facial treatment for a few cents.

Sold at the better 10c stores

If your 10c store has not yet stocked Vi-Jon Olive Oil Creams, send us 10c for full size jar. State whether for cleansing or finishing. Larger sizes at 20c and 35c.

VI-JON LABORATORIES, 6300 Etzel Av., St. Louis



Shirley Howard thanks Rudy Vallee for giving her a chance to win singing success over the networks.

WHY YOU HAVE acid INDIGESTION



New Facts About Gassy Fullness, Heartburn, etc.

A New, Faster, Safer Relief

You have heartburn, gassiness, indigestion because hasty eating, wrong food combinations or other conditions cause over-acidity of the stomach. To re-

lieve your distress, reduce the excess acid—but don't alkalize the stomach entirely, or you'll stop your digestion entirely. That is one of the dangers in drenching down half a tumbler of harsh, raw, alkalies. Also excess alkalies may seep into the system, affecting the blood and kidneys.

The new, advanced method is to take an antacid that acts only in the presence of acid. Such a remedy is contained in TUMS, the candy mint digestion tablet. After the acid is corrected, TUMS' action stops! If part is left unused, it passes out inert and unabsorbed. Try 3 or 4 TUMS the next time you are distressed. You'll be astonished at the quick relief—happy to have discovered a remedy that really "works," and is so easy to take. 10c a roll, everywhere. (TUMS contain no soda.)

Free 1935 Calendar-Thermometer, beautifully designed in colors and gold. Also samples TUMS and NR. Send stamp for postage and packing to A. H. LEWIS CO., Dept. 15CNN, St. Louis, Mo.

TUMS FOR THE TUMMY

TUMS ARE ANTACID... NOT A LAXATIVE

TUMS 6 STOMACH DISTURBANCES 10c

HANDY TO CARRY

For a laxative, use the safe, dependable Vegetable Laxative NR (Nature's Remedy). Only 25 cents.

FREE! JAYNE'S CARD CHART

(used with ordinary cards)

Show at a single glance what every card on table means. Makes you a popular expert instantly. Included FREE with order for Jayne's special Fortune Telling Cards at 25c. (Send coin or stamps). 75c value. Write at once to Dr. D. Jayne & Son, Inc., 2 Vine St., Phila., Pa. Dept. F-13.

Make this CARRY-ALL

and more than 75 other NEW craft novelties including

LAMP SHADES

Instruction Book 10c

Carry-alls, lamp shades, bags, belts, hats to crochet; colorful flower baskets to make of Dennison Crepe and a handful of ordinary clothespins; dolls, toys, animals—more than 75 clever novelties you can quickly and easily make at home for decoration, for personal wear, as gifts, to sell. Illustrated step-by-step directions are all in The Book of New Dennison Crafts. Send 10c with coupon.

DENNISON'S, Dept. C-192 Framingham, Mass.

Please send me The Book of New Dennison Crafts. I enclose 10c.

Name _____

Street (or R.F.D.) _____

City _____ State _____

Why not let us include some of these other Dennison Books? Check those you want and enclose 10c for each.

Crepe Paper Flowers
New Crepe Paper Costume Book
Parties: Games, Stunts and Decorations

Dennison Crepe

Programs Day by Day

(Continued from page 94)

FRIDAYS (Continued)

8:30 EST (1/2)—"The Intimate Review," featuring Al Goodman's orchestra and guest artists. (Emerson Drug Co.) WJZ, WBAL, WMAL, WBZ, WBZA, WSYR, WHAM, KDKA, WGAR, WJR. 7:30 CST—WLS, KWCR, KSO, WKBF, KWK, WREN, KOIL.

9:00 EST (1/2)—Beatrice Lillie, comedienne with Lee Perrins orchestra; Cavaliers quartet. (Borden Sales Co.) WJZ, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WLIT, WCKY, CFCF, WPTF, WWNC, WIS, WJAX, WTAR, WIOD, WFLA, CRCT. 8:00 CST—WLS, KWCR, KSO, KWK, WREN, KOIL, WMC, WSB, WAPI, WJDX, WSMB, WAVE, WKY, KTHS, KPRC. 7:00 MST KOA, KDYL. 6:00 PST—KPO, KFI, KGW, KOMO, KHQ.

9:00 EST (1/2)—Vivienne Segal, soprano; Frank Munn, tenor; Abe Lyman's orchestra. (Sterling Products.) WEA, WEEL, WTAG, WLW, WRC, WBEN, WWJ, WJAR, WCHS, WFBR, WGY, WTAM, WCAE. 8:00 CST—WMAQ, KSD, WOW, KYW, WDAF.

9:00 EST (1/2)—March of Time. Dramatization of the week's news. (Remington-Rand.)

WABC, WADC, WCAO, WCAU, WEAN, WDR, WFBL, WHK, WJSV, WJAS, WKBW, WKRC, WNAC, WOKO, WSPD, CKLW. 8:00 CST—WBBM, WMT, KMBC, KRLD, WFBM, KMOX, WCCO, WDSU, WGST, WHAS, WWOV. 7:00 MST—KLZ, KSL. 6:00 PST—KFPY, KPRC, KGB, KHJ, KOIN, KVI, KERN, KMJ, KFBK, KDB, KOL, KWG.

9:30 EST (1)—Campbell Soup Company presents "Hollywood Hotel," with Dick Powell, Lonella Parsons, Ted Fio-Rito's orchestra, guest stars and Jane Williams.

WABC, WADC, WBIG, WBT, WHK, WEAN, WFBL, WFEA, WHEC, WBNS, WCAO, WCAU, WDAF, WDBJ, WDBO, WDR, WHP, WICC, WJAS, WJSV, WKBW, WKRC, WLW, WLBZ, WMAS, WMBG, WNAC, WOKO, WORC, WPG, WQAM, WSJS, WSPD, CFRB, CKAC, CKLW. 8:30 CST—WBBM, WNOX, KWKH, WTOC, WSFA, WMBR, WALA, KFAB, KFH, KLRA, KMBC, KMOX, KOMA, KRLD, KSCJ, KTRH, KTSR, WACO, WBRC, WCCO, WDOD, WDSU, WFBM, WGST, WHAS, WIBW, WISN, WLAC, WMBD, WMT, WNAX, WWOV, WREC, KTUL. 7:30 MST—KLZ, KSL, KVOR. 6:30 PST—KFPY, KPRC, KGB, KERN, KMJ, KFBK, KDB, KWG, KHJ, KOH, KOIN, KOL, KVI.

9:30 EST (1/2)—Phil Baker, comedian, with his stooges Beetle and Bottle. (Armour.) WJZ, WBZ, WSYR, WMAL, WBZA, WCKY, WWNC, WBAL, WHAM, WJR, WJAX, KDKA, WGAR, WRVA, WIOD, WFLA. 8:30 CST—WENR, KPRC, WOAI, WKY, WTMJ, KWK, KWCR, WEBC, WMC, KSO, WAVE, WAPI, WFAA, KWK, WREN, KOIL, KSTP, WSM, WSB, WSMB. 7:30 MST—KTAR, KOA, KDYL. 6:30 PST—KFI, KGW, KOMO, KHQ.

9:30 EST (1/2)—Pick and Pat, blackface comedians. Joseph Bonime, orchestra; guest singers. (U. S. Tobacco Co.) WEA, WEEL, WGY, WLW, WWNC, WJAX, WFLA, WIOD, WRVA, WTAM, WTAG, WRC, WTIC, WJAR, WFBR, WBEN, WWJ, WCHS, WCAE. 9:00 CST—WMAQ, KSD, WHO, KVOO, KYW, WMC, WOW, WDAF, WKY, KPRC, WTMJ, KSTP, WEBC, WSM, WSB, WSMB, WFAA, WOAI. 8:00 MST—KOA, KDYL. 7:00 PST—KPO, KFI, KGW, KOMO, KHQ.

10:00 EST (1/2)—First Nighter. Drama. (Campana.) WEA, WEEL, WGY, WLW, WWNC, WJAX, WFLA, WIOD, WRVA, WTAM, WTAG, WRC, WTIC, WJAR, WFBR, WBEN, WWJ, WCHS, WCAE. 9:00 CST—WMAQ, KSD, WHO, KVOO, KYW, WMC, WOW, WDAF, WKY, KPRC, WTMJ, KSTP, WEBC, WSM, WSB, WSMB, WFAA, WOAI. 8:00 MST—KOA, KDYL. 7:00 PST—KPO, KFI, KGW, KOMO, KHQ.

10:30 EST (1/2)—The O'Flynn—Original Radio Operetta. Viola Philo, Soprano; Milton Watson, Baritone; 16 Voice Chorus; Nathaniel Shilkret's Orchestra. Dramatic Cast. (Esso Marketers—Petroleum Products.) WABC, WOKO, WCAO, WGR, WCAU, WJAS, WFBL, WJSV, WCHS, WDR, WPG, WICC, WBT, WDNC, WLBW, WBIG, WHP, WMBG, WDBJ, WHEC, WMAS, WORC, WSJS, WLBW, WCHS. 9:00 CST—WDOD, KLRA, WREC, WLAC, WDSU.

10:30 EST (1/2)—The Pause That Refreshes on the Air—Frank Black and a ninety piece instrumental and vocal ensemble. (Coca Cola.) NBC Service to WEA, WEAF, WTIC, WTAG, WEEL, WJAR, WCHS, WFBR, WRC, WGY, WCAE, WTAM, WWJ, WLW, WOW, WKBF, CRCT, CFCF, KFJR, WPTF, WWNC, WIS, WJAX, WFLA, WTAR, WAVE, WRVA, WBEN, WIOD. 9:30 CST—KYW, WTMJ, WIBA, KSTP, WEBC, WDAY, WMC, WSB, WJDX, WSMB, WSOC, WAVE, KTHS.

(Continued on page 106)

QUICKEST WAY TO GET RID OF CORNS

no cutting... no pads



ONE DROP STOPS PAIN INSTANTLY

If you want to keep your feet free from aching corns just get a bottle of FREEZONE from any druggist. Put a drop or two on the corn. Pain stops instantly, and for good. Then before you know it the corn gets so loose you can lift it right off with your fingers easily and painlessly. It's the safe way that millions use to get rid of hard and soft corn and calluses. Works like a charm! Try it!

FREEZONE

Why VOICE Students Fail

SENT FREE No Obligation to Buy

If you act quick!—we will send postpaid—for 80 days free reading—new Voice Book disclosing startling VOICE FACTS that may save hundreds of dollars to every man or woman seeking a strong, rich voice for either singing or speaking. 30 days free reading—then send \$1.00. Otherwise, return it—that's all!

PROF. E. FEUCHTINGER Studio 72-13, 308 North Michigan Avenue - Chicago

HARD OF HEARING

SEND FOR THIS 30-DAY TRIAL TREATMENT

Which has restored the hearing, removed head noises and eliminated catarrh of the head for so many people. This treatment has been used by over 1,157,000 sufferers in the past 34 years. Write for full information about this ethical treatment used by a prominent ear specialist in his office practice, now simplified for home use.

DR. W. O. COFFEE CO.

1569 St. James Bldg. Davenport, Iowa

Hair OFF Face Lips Chin

I once looked like this. Ugly hair on face...unloved...discouraged. Nothing helped. Depilatories, waxes, liquids...even razors failed. Then I discovered a simple, painless, inexpensive method. I worked! Thousands have won beauty and love with the secret. My FREE Book, "How to Overcome Superfluous Hair," explains the method and proves actual success. Mailed in plain envelope. Also trial offer. No obligation. Write Mlle. Annette Lanzette, P.O. Box 4040, Merchandise Mart, Dept. 124, Chicago.

Old Money and stamps WANTED

POST YOURSELF! It pays! I paid J. D. Martin, Virginia, \$200 for single copper cent. Mr. Manning, New York, \$2,500 for one silver dollar. Mrs. F. Adams \$740 for a few old coins. I want all kinds of old coins, medals, bills and stamps. I pay big cash premiums.

I WILL PAY \$100 FOR A DIM

1894 S. Mint; \$50 for 1913 Liberty Head Nickel (not buffalo) and hundreds of other amazing prices for coins. Get in touch with me. Send 4c for Large Illustrated Coin Folder and further particulars. may mean much profit to you. Write today

B. MAX MEHL, 456 Mehl Bldg., FORT WORTH, TEXAS

(Largest Rare Coin Establishment in U. S.)

(Continued from page 103)

entire day in Radio City and at his home so he'd be available just in case Santa came.

* * *

While the Fred Waring troupe is happy over its show being boosted to a full hour for the first time since Fred has been on the air, there is unrest within one unit of the organization. It centers about the trio known as Babs and Her Brothers.

To tell the story, it must first be stated that the two boys of the unit are not Bab's brothers. One is Charlie Ryan, husband of Babs. The other is Little Ryan, brother of Charlie. Now it develops that Babs and Husband Charlie are not getting along so well. A family disagreement, the nature of which is being closely guarded by the principals, started the trouble at least two months ago.

Friends are said to be trying to help patch the wounded feelings.

* * *

Johnny Green, the conductor-composer, is another radio name making movie shorts, some of which are now completed.

* * *

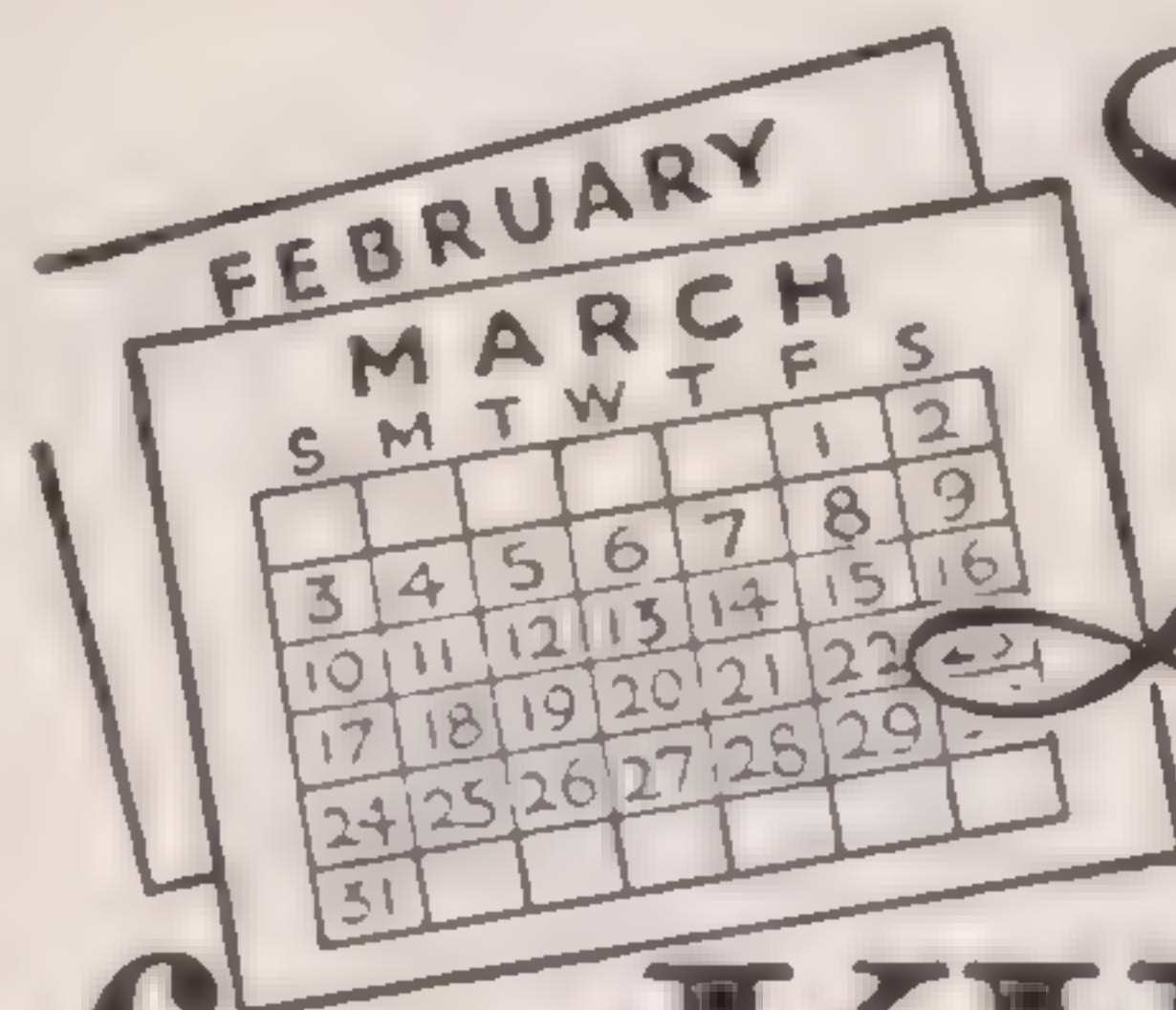
When a mind creates a new form of program all the world follows; so it appears along studio corridors. Many months ago Major Edward Bowes of the Sunday Capitol Family program began an hour program on his New York station, WHN, which he called Amateur Hour and which brought to the mike everything from booster imitators, one man bands and men who play harmonicas through the nose to grand opera singers and Russian orchestras.

Then came two network programs presenting unknown or little known guest

(Continued on page 107)



Do you wonder, after seeing her picture, that the talented and fascinating Carol Lee has been chosen to represent "The Voice of Hollywood" over the airlines?



Dangerous Days for KIDDIES' COLDS



TAKE CARE, mother! This is the danger season for children's colds especially. Colds are more prevalent now, and so apt to lead to more serious diseases—such as bronchitis and pneumonia.

But don't worry—and don't experiment. Just treat every cold promptly with Vicks VapoRub, the *proved external* method. VapoRub can be used freely—and as often as needed—even on the youngest child. No "dosing" to upset delicate little stomachs and thus lower resistance when most needed.

Just rubbed on throat and chest at bedtime, VapoRub acts *direct* through the skin like a poultice or plaster, while its medicated vapors are inhaled *direct* to inflamed air-passages. Through the night, this *double direct* attack loosens phlegm—soothes irritated membranes—eases difficult breathing—helps break congestion.

STANDBY OF MOTHERS IN 68 COUNTRIES

• **I**F you want to have a party or give your family a treat, consult Nancy Wood of RADIO STARS' Cooking School. Every recipe is tested!

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Programs Day by Day

(Continued from page 104)

FRIDAYS (Continued)

KTBS, WMAQ. 8:30 MST—KDYL.
 KGIR, KGHL. 7:30 PST—KPO, KFI.
 KGW, KOMO, KHQ, KFSD, KTAR.
 11:00 EST (1/4)—Myrt and Marge.
 (For stations see Monday. See also 7:00 P.M. EST.)
 11:00 EST (1/4)—Amos 'n' Andy.
 (For stations see Monday.)
 11:15 EST (1/4)—Edwin C. Hill. The human side of the news.
 (For stations see Monday.)
 11:15 EST (1/2)—Red Davis. 8:15 EST—KPO, KFI, KGW, KOMO, KHQ, KFSD. 9:15 MST—KOA, KDYL.
 11:30 EST (1/2)—The Intimate Revue featuring Al Goodman's Orchestra; guest artists.
 9:30 MST—KOA, KDYL. 8:30 PST—KPO, KGW, KHQ, KOMO, KFI.
 12:15 EST A. M. to 12:45 A. M. Studebaker Champions—Richard Himber's Orchestra; Joey Nash, violinist. 10:15 MST—KOA, KDYL, KTAR. 9:15 PST—KJR, KHQ, KPO, KFI, KEX.

SATURDAYS

(February 2nd, 9th, 16th, and 23rd.)

2:00 to 5:00 P. M. EST (3)—Metropolitan Opera Series. Geraldine Farrar, narrator; Milton Cross, announcer. (Lambert Co.) All stations of both the WJZ—blue and WEA—red network of NBC.
 6:00 EST (1/2)—Pinaud's Lilac Time. Arthur Murray, Earl Oxford, vocalist; Chevalier's orchet and orchestra. (Pinaud.) WABC, WSPD, WHK, WOKO, WAAB, WGR, CKLW, WDRG, WHAS, WCAU, WFLB, WADC. 5:00 CST—WCCO, KMOX, WBBM.
 6:30 EST (1/4)—Eddie Dooley's Shell Sports Review. (Shell Eastern Petroleum Products, Inc., and Shell Petroleum Corp. of St. Louis.) WABC, WCAO, WNAC, WKRC, WHK, CKLW, WCAU, WFLB, WSPD, WJSV, WBT, WBNS. 5:30 CST—WBBM, WGL, WFBM, KMBC, WHAS, KMOX, WOC, WISN, WCCO, KTUL, WMT.
 6:45 EST (1/4)—Wrigley Beauty Program. (For stations see Thursday.)
 7:00 EST (1/4)—Soconyland Sketches (Socony-Vacuum Oil Co., Inc.) WABC, WOKO, WNAC, WGR, WDRG, WEAN, WLBZ, WICC, WMA, WORC.
 7:15 EST (1/4)—Whispering Jack Smith (See same time Tuesday.)
 7:30 EST (1/2)—Outdoor Girl Beauty Parade with Victor Ardens Orchestra; Gladys Baxter, Soprano; Walter Preston, Baritone; Kay Carroll, Beauty Expert. (Crystal Corp.—Cosmetics.) WABC, WOKO, WCAO, WNAC, WHK, CKLW, WCAU, WJAS, WFLB, CKAC, CFRB. 6:30 CST—WBBM.
 8:00 EST (1)—Swift Hour. William Lyon Phelps, master of ceremonies; music direction, Sigmund Romberg. (Swift and Company.) WEA, WTIC, WTAG, WEEL, WJAR, WGY, WBEN, WCSH, WFB, WRC, WCAE, WTAM, WWJ, WLW. 7:00 CST—WMAQ, KYW, KSD, WDAF, WTMJ, WHO, WOW, WIBA, KSTP, WEBC, WKY, WBAP, KTBS, KPRC, WOAI. 6:00 MST—KDYL, KOA. 5:00 PST—KPO, KFI, KGW, KOMO, KHQ. (station list incomplete.)
 8:00 EST (3/4)—Roxy (S. L. Rothafel) brings guest stars to the air. (Fletcher's Castoria.) WABC, WCAO, WCAU, WDRG, WSPD, WEAN, WFLB, WHK, WJAS, WJSV, WGR, WKRC, WNAC, WOKO, WORC, CFRB, CKAC, CKLW. 7:00 CST—WBBM, KLRA, KMBC, KMOX, KOMA, KRDL, KTRH, KTSA, WBRC, WREC, WCCO, WDOD, WDSU, WFBM, WGST, WHAS, WIBW, WLAC, WMT. 6:00 MST—KLZ, KSL. 5:00 PST—KFPY, KFRC, KGB, KERN, KMJ, KFBK, KDB, KVG, KHJ, KOIN, KOL, KVI.
 8:45 EST (1/4)—Musical Review featuring Robert Armbruster's orchestra. Mary Courtland, vocalist; quartet. (Luden's.) WABC, WADC, WOKO, WCAO, WNAC,

WGR, WKRC, WHK, WCAU, WJAS, WEAN, WFLB, WSPD, WJSV, WBT, WDRG, CKLW. 7:45 CST—WBBM, WFBM, KRDL, WOWO, WHAS, WCCO, KWKH, KMOX. 6:45 MST—KLZ, KSI. 5:45 PST—KERN, KMJ, KHJ, KOIN, KFBK, KGB, KFRC, KDB, KOL, KFPY, KVG, KVI.
 9:00 EST (1/2)—Radio City Party. Guest artists; Frank Black and his orchestra. John B. Kennedy, master of ceremonies. (RCA Radiotron Co.) WJZ, WBAL, WMAL, WBZ, WBZ, WSYR, WHAM, KDKA, WGAR, WJ, WCKY. 8:00 CST—WLS, KWCR, KSO, KWK, WREN, KOIL. 7:00 MST—KOA, KDYL. 6:00 PST—KPO, KFI, KGW, KOMO, KHQ.
 9:00 EST (1/2)—Songs You Love, starring Rose Bampton. Beardless youths singing as Trade and Mark, the Smith Brothers. They're Scrappy Lambert and Billy Hillpot with Nat Shilkret's orchestra. (Smith Brothers.) WEA, WTIC, WTAG, WEEL, WJAR, WBEN, WCAE, WLW, WCSI, WFB, WRC, WGY, WWJ. 8:00 CST—WMAQ, KSD, WOW, WDAF, WTM, WIBA, KSTP, WEBC, KYW, WDA, KFYR.
 9:00 EST (1/2)—Andre Kostelanetz's orchestra and singers. (Light a Chesterfield.) (For stations see Monday.)
 9:30 EST (1)—The Gibson Family. Musical comedy starring Lois Bennett, Conra Thibault, Jack and Loretta Clemer with Don Voorhees' orchestra. (99 44/100 Per Cent Pure Ivory.) WEA, WTIC, WTAG, WEEL, WJAR, WCSI, WFB, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WLW. 8:30 CST—WMAQ, KSD, WOW, WDAF, WTM, WIBA, WEBC, WDAY, KFYR. 7:30 MST—KOA, KDYL. 6:30 PST—KPO, KFI, KGW, KOMO, KHQ, KSTP.
 9:30 EST (1)—National Barn Dance. Revelry (Dr. Miles Laboratories.) WJZ, WCKY, WBAL, WMAL, WBZ, WBZ, WSYR, WHAM, KDKA, WJ, 8:30 CST—WLS, KWCR, KSO, WKB (WAPI off 10:00) WAVE, WMC, WSI, WJDX, WSMB, (KVOO on 10:00), KWI, WREN, KOIL, WGAR.
 9:30 EST (1/2)—Studebaker Champions. Joe Nash, tenor, Richard Himber's orchestra. (Studebaker Motor Co.) WABC, WADC, WOKO, WCAO, WAAB, WBNS, WKBW, WKRC, WHK, WDRG, WCAU, WJAS, WEAN, WFLB, WSP, WLBZ, WXYZ, WJSV, WBT. 8:30 CST—WBBM, WFBM, WGST, KMO, WDSU, WHAS, WBRC, KMBC, WCC, WSB, KFH.
 10:30 EST (3)—"Let's Dance"—Three Hot Dance Program with Kel Murra, Xavier Cugat and Benny Goodman and their orchestras. WEA, WTAM, WRVA, WSOC, WTAC, WEEL, WBEN, WJAR, WCSI, WFB, WRC, WGY, WCAE, WWJ, WLW, WWNC, WIS, WJAX, WIOD, WFL, WTAR, WOAI. 10:30 CST—WMAQ, KYW, WHO, KSTP, KSD, WOV, WTMJ, WIBA, WEBC, WDAY, KFYR, WMC, WSB, WJDX, WSMB, WAVE, KVOO, KTHS, WKY, WFAA, WBA, KTBS, KFRC. 12:00 MST—KOA, KTAR, KDYL. 12:30 PST—KPO, KFI, KGW, KOMO, KHQ, KFSD.
 11:00 EST (1/2)—Studebaker Champions. 9:00 MST—KLZ, KSL. 8:00 PST—KERN, KMJ, KHJ, KOIN, KFBK, KGB, KFRC, KDB, KOL, KFPY, KVG, KVI.
 11:00 EST (1/2)—Elder Michaux and H Congregation. WABC, WAAB, WGR, WKRC, CKLW, WDRG, WJAS, WJSV, WQAM, WDB, WDAE, WBT, WHP, CKAC, WDB, WHEC, WTOC, WSJS, WORC, WCO. 10:00 CST—WFBM, WDOD, KLR, WSEA, WDSU, WLAC, WSB, WIBA.
 11:00 EST (1)—National Barn Dance. NB Service Chicago Studios. 8:00 PST—KPO, KFI, KGW, KOMO, KHQ. 9:00 MST—KOA, KDYL.

Had you heard that Frank Parker was married? Or that he was engaged? Or that he was resigned to be a bachelor? These are the rumors in the air. Next month's RADIO STARS brings you the answer in a very intimate and revealing story about the tenor's love life.

RADIO STARS

(Continued from page 105)

artists—the Lanny Ross program and Freddy Martin's Open House show. Along the trail came Ben Bernie. A guest, often known to Broadway but not to the air, popped up now and then on the Paul Whiteman spot. The Radio City Party, the Saturday night show with Frank Black, joined the parade about a month ago. Kate Smith came along a few weeks ago and added her name to the list. Not to be outdone, Ray Perkins rushed to join the mass with a program which is more like Major Bowes than any of the others. WMCA and the new third broadcasting system has an hour of Harlem amateurs which is of the same type. Here the audience says an artist is good by applause or says he's bad by hissing and booing. Fred Allen has added amateurs to his Wednesday night show. Major Bowes has listeners telephone in their votes for the best. When a lousy one gets before the mike, the Major rings a bell which means, "Shut up!" Between them all, listeners have more fun than watching a barrel of monkeys.

* * *

Have you heard the network's first woman announcer of modern times? She's Elsie Janis, singer-actress, who made her debut at the control box the middle of December.

* * *

There are two authentic twins acting the roles of twins on the network. They are Billy and Bobby Mauch who appear in Robinson Crusoe, Jr., and the Little House Family.

* * *

It's called The Gibson Family—that Saturday night show—but it should be The Davis Family. Owen Davis, the playwright, writes the script. A son, Donald, is his collaborator. Another son, Owen, Jr., is one of the actors.

* * *

Alois Havrilla, the announcer, is a singer of note. In 1925 he sang in the Sigmund Romberg operetta, "Princess Flavia," and during his career has appeared in many other musical productions.

* * *

May Singhi Breen and Peter de Rose, sometimes called "The Sweethearts of the Air," recently celebrated their fifth wedding anniversary.

* * *

Mary McCoy returns to the airwaves in the middle of March Rollo Hudson, the orkster, is doing vaudeville Paul Whiteman's niece, Dorothy Atkins, has been making movie tests On December 18th the Pennsylvania Railroad made an unscheduled twenty minute stop in Ohio in order that Boake Carter, who was traveling in the mid-west, could rush to a studio and do his fifteen minute daily broadcast Five studios were necessary to accommodate that huge cast of three hundred artists who appeared Christmas and New Year's day on that auto show.

"Strictly Confidential" gives away Radio Row's secrets every month!

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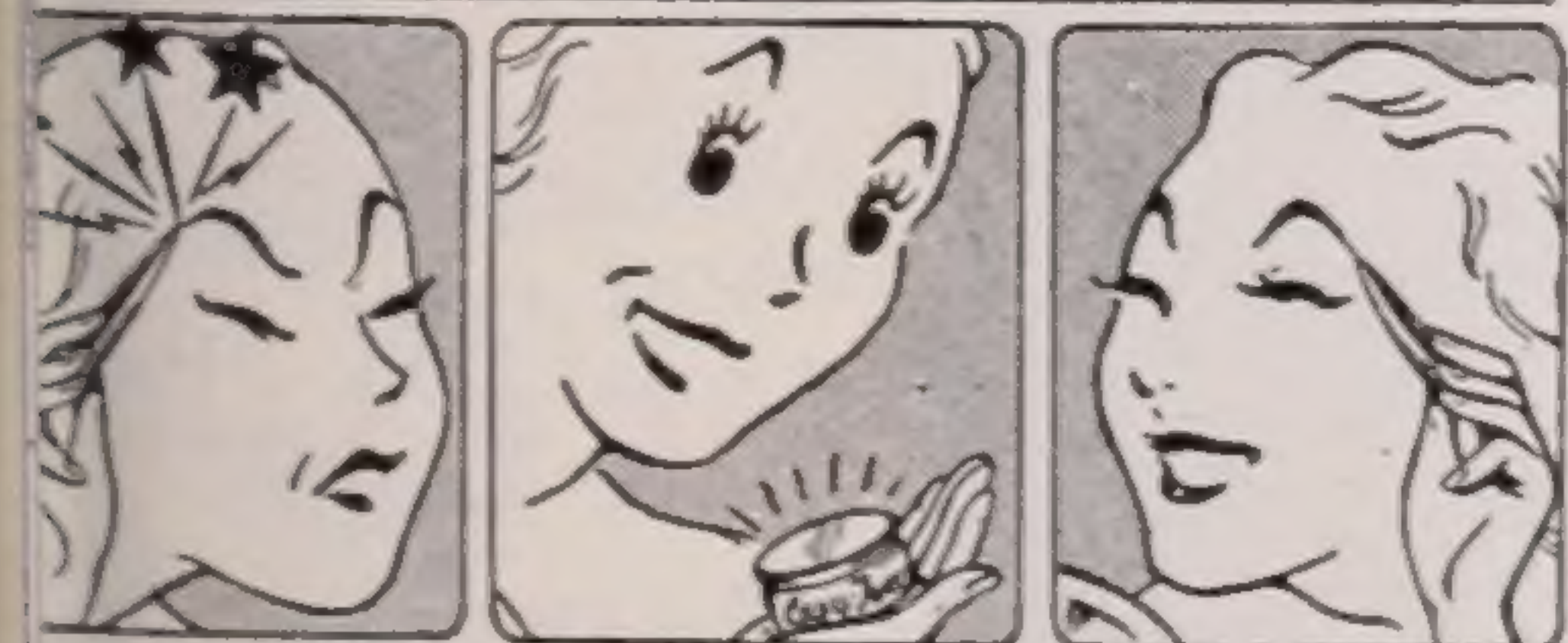
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THE QUESTION BOX

UNCLE ANSWER MAN'S IN THE COOLER

GETTING THE THIRD DEGREE

OH woe-ho-ho is your Uncle Answer man!

I'm in jail, I'm accused of simple assault on a policeman which is absurd because it isn't at all simple to assault a cop with a billy.

So please, nieces and nephews, if you want to get Unkie out of jail, write me all the questions you want answered so I can use them for evidence at my trial.

"You've got to let me go," I told the detectives. "I'm the RADIO STARS' Uncle Answer Man and I've got work to do."

"Yeh?" the first detective sneered. "And I'm your Aunt Katie Smith. If you're who you say you are, prove it."

"All right," I answered. "For instance, I'm the fellow who tells my readers *I'm unable to answer questions personally, or give out artists' home addresses, or tell them how to get photographs, or answer any questions except those asked the greatest number of times.*"

"If that's so," the second detective yelled, "you ought to be in the cooler anyhow. But I don't think you're the Answer Man in the first place. Let's give him the works, eh Mike?"

So they started barking one question right after the other at me. Like this:

1st Det: What were you doing on the night of December 8th?

Me: Finding out how tall and heavy Rudy Vallee is.

2nd Det: Prove it.

Me: Six feet tall. Weighs 150.

1st Det: What did you have to do with the disappearance of the "Rise of the Goldbergs?"

Me: Nothing, officer, honest. They went off the air because their contract wasn't renewed and went on a vaudeville tour. If they come back on the air at all, it'll probably be in a different sketch.

2nd Det: Are Ozzie Nelson and Harriet Hilliard married?

Me: If they are, they won't admit it.

1st Det: See? You ain't the Answer Man. You don't know. Is Richard Maxwell, the tenor, married?

Me: Nope. He's divorced.

2nd Det: All right, if you know so much, tell us some more about him.

Me: Easy. He's five feet eleven inches tall and weighs 176 pounds. He has fair complexion and dark blond hair. He was born in Mansfield, Ohio, September 12, 1900, of a mother who was an excellent musician and painter, and a father who was a talented concert baritone. Dick went on the air for the first time on WJZ, New York, in 1923. That's when Milton

Cross announced that he believed it the first time an oratorio had been sung on the air. After that, Maxwell was on a good many of the old programs. On the stage he was in such Broadway musical shows as "Lady In Ermine" and the second and third "Music Box Revues." He went to Georgetown and Ohio State Universities and during the war was a Second Lieutenant in the Aviation Corps, though he didn't see active service. There, now who isn't the Answer Man?

1st Det: You aren't. Now gimme the cast of the Gibson family.

Me: Awright. Awright. Singing cast: Sally Gibson, Lois Bennett; Bobby Gibson, Al Dary; Jack Hamilton, Conrad Thibault; Dottie Marsh, Loretta Clemens. Speaking cast: Mr. Gibson, Jack Rosleigh; Mrs. Gibson, Anne Elstner; Sally Gibson, Adele Ronson; Bobby Gibson, Jack Clemens; Jack Hamilton, Warren Hull; Dottie Marsh, Loretta Clemens again; Theophilus (or as the Gibsons call him "Awful"), Emmett Whitman, prominent Negro actor of

Broadway

"Last Mile.

Now will you let me go?"

2nd Det:

You ain't

proved noth

in' yet. Doc

Elsie Hit

play on an

radio dram

besides "Dar

gerous Para

dise?"

Me: No

and if she dic

I wouldn't

tell you.

1st Det:

Easy there

To whom

Dick Powe

married?

Me: Can

trip me up

He's single.

2nd Det:

Lay off th

side remark



Ruth Robin, one of the loveliest humming birds of the networks.

Were you at the wedding of Kate Smith and Ted Collins?

Me: Can't fool me. There never was any wedding because Ted's just Kate's manager and good friend.

Now won't you believe I'm the Answer Man.

1st Det: Not until we see some of the actual letters from the listeners to prove it. Lock him up, Harry.

Wherever Gum and Candy are sold you'll find the Beech-Nut treasure trove . . . gems of flavor in Beech-Nut Gum . . . golden goodness in each Beech-Nut Fruit Drop . . . precious nuggets of refreshment in Beech-Nut Mints and Luster Mints. It's "treasure" and "pleasure" for your enjoyment. Step right up and say —
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*- take it from me
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